

BAY REGION BUSINESS

Vol. 14

1957



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Chamber Supports Pan-Am Permissive Stop at Seattle

Continued support of Pan American World Airways in its efforts to secure rights to fly the Great Circle Route between San Francisco and Japan, including a permissive stop at Seattle to build passenger and mail traffic, was announced last week by the Chamber.

Charles C. Miller, Manager of the Transportation Department, has filed a brief with the Civil Aeronautics Board commending the examiner who has heard the case on most of his conclusions, but advocating that rights to pick up and discharge trans-Pacific passengers and mail at Seattle be granted in order to assure sufficient traffic to justify the highest possible frequency of service from San Francisco.

The Chamber contends that it is highly essential for San Francisco to have the greatest possible frequency of service via the Great Circle Route. Mail traffic can contribute to the business which Pan American could handle over this route and such mail traffic is available only at Seattle. Furthermore, if San Francisco does not have frequent service to and from Japan, it will cause passengers who now travel through the City to divert their trips to a Great Circle competitor of Pan American which does not serve San Francisco directly.

Robert Gros to Speak at Printing Week Luncheon

Robert Gros, vice president, Pacific Gas & Electric Co., will speak on "Communications and the Printed Word" at the Graphic Arts Luncheon to be sponsored jointly by the Chamber, Printing Week Committee, and San Francisco Commercial Club in the Club dining room on Thursday, January 17.

The event will be a highlight of the city's observance of 1957 Printing Week, January 13-19.

Frank Burke of Chas. Wood & Associates is general chairman of the week, with Al Wornor of Security Lithograph Co. as secretary.

Chamber President E. D. Maloney will preside at the luncheon and Wornor will be chairman of the day.

Jones to Speak at JWTA

Russell Jones, only American correspondent in Budapest when the revolt broke out and last to leave Hungary when expelled by the Red puppet government early in December, will be guest speaker at a special dinner meeting sponsored by the Junior World Trade Association of the San Francisco Chamber of Commerce on January 7 at Sphella's, Fisherman's Wharf.

New Chamber Officers, Directors Begin Terms; President Asks for Solid Membership Support

The San Francisco Chamber of Commerce will make important strides in advancing the economic and civic interests of the City during 1957 if vigorous support is provided by Chamber members, said E. D. Maloney, 1957 Chamber President, in taking office this week.

Mr. Maloney heads a list of 31 business and civic leaders of San Francisco beginning their terms as the Chamber's 1957 Board of Directors pledged to make the new year another

banner one for San Francisco and the Bay Region. (See pictures and biographies on Pages 2, 3, 4).

"The stage has been set," said Mr. Maloney, "for continued economic and civic advances during 1957. If San Francisco continues to grow as it has in the past five years we should have about 814,000 persons by the end of 1957, with an additional buying income of about \$17 million.

"Basic, of course, to the entire picture for 1957 is the indisputable fact that people are still coming to the Bay Region in ever-increasing numbers.

"The Chamber, with ample support from its membership as well as the general public, means to keep people coming to our region and our city, to continue creating employment for them, to draw new industry and business, and to invigorate the general business climate for the great commercial community we already enjoy.

"With enthusiastic membership backing, we hope to stimulate our trade with other regions—inland to our natural trading areas, and overseas with the great ports of the world. And, at home, we wish to do everything possible to advance our city's civic as well as economic attainments.

"San Francisco still has problems of traffic, transit, redevelopment and expansion of facilities. I call upon every Chamber member—

(Continued on Page 4, Column 3)

Capacity Audience Expected At "Salute to Progress" Event

A "sell-out" is expected for the Salute to Progress Luncheon honoring Mayor Christopher to be sponsored by the Chamber and Down Town Association next Wednesday in the Colonial Room of the St. Francis Hotel.

The event will honor San Francisco's "dynamic Mayor for the outstanding accomplishments of his first year in office . . . a period of progress from which The City emerges with new strength in the affairs of the West and the Nation," according to E. D. Maloney, Chamber President.

Maloney and Roy N. Buell, president of the Down Town Association, will be co-chairmen of the luncheon. Past Chamber President E. W. Littlefield will be a featured speaker.



Mayor Christopher

Chamber Declares Policy on Fair Employment Practices

By action of its Board of Directors, the San Francisco Chamber last week declared the following policy on Fair Employment Practices:

1. The Chamber believes in and supports the moral principle that there shall be no discrimination in employment on the grounds of race, religion, color, ancestry, national origin or place of birth.

2. Lasting progress in the elimination of discrimination can best be realized through voluntary action and more intensified education.

3. The Chamber is opposed to the adoption of the proposed ordinance or any other legislative measure which seeks to substitute legal compulsion for voluntary cooperation.

4. A voluntary fair employment and equal opportunity program should be implemented through the financial support by separate subscription of an organization, with the support of the Chamber, to engage actively in the program of education and assistance to minority groups in obtaining employment.

Talmage Elected President of S.F. Area World Trade Ass'n

George E. Talmage, Jr., Vice President, Traffic, Pacific Transport Lines, Inc., has been elected President of the San Francisco Area World Trade Association of the San Francisco Chamber of Commerce.

Talmage, former Association First Vice President, served as acting President during the past few months in the absence of Nathan Most of Getz Brothers, who is still on a business trip in Asia and Europe. Talmage has been active for years in the Association, having served as Chairman of World Trade Week in 1954.

Other new Association officers' names will be published in next week's issue.



George Talmage



Robert Gros

LEADERS WHO WILL SPEARHEAD

1957 OFFICERS, SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, *PRESIDENT*



Vice President & General Manager, No. Calif. Area, Pacific Telephone and Telegraph Co. Born in Larkspur. Attended Univ. of Santa Clara; secured law degree from Oakland College of Law, 1929. Began career with P. T. & T. in 1925, attaining present position in June, 1953. Past Pres., S. F. Sales Excc. Assn. Vice Pres., Jr. Achievement; Member, Advisory Comm., St. Mary's Hospital; Pres., Serra Club of S. F. Member, Pi Sigma Epsilon; Hon. Member, Beta Gamma Sigma.

ALAN K. BROWNE, *FIRST VICE PRESIDENT*



Vice-President, Bank of America N.T. & S.A. Born, Alameda, 1909. Attended University of California. Joined Bank of America (Bank of Italy N.T. & S.A.), 1929. Elected Vice Pres., B. of A., 1952. Manager, Municipal Bond Dept., 1956. Served with A.U.S., 1942-46; released as Major AGC. Member, S. F. Bay Area Rapid Transit Commission, S. F. Parking & Transit Council; Municipal Div. Council, Investment Bankers Assn. of America.

JAMES B. DU PRAU, *SECOND VICE PRESIDENT*



Vice-President and Assistant to the President, Columbia-Geneva Steel Division, U. S. Steel Corporation. Born, Ouray, Colo., 1903. Attended Denver Univ. and graduated Stanford Univ. 1925. With P.T.&T. Co. and American and Foreign Power Co., Brazil. Joined Columbia Steel, 1935; appointed to present position, 1949. Member, Exec. Comm., Bay Area Council. Bd. of Dir., Stanford Associates; A.I.S.I.; Society for Advancement of Management; Am. Management Assn. Secy-Treas. and Dir., Palo Alto Stanford Hospital.

JACK H. HOW, *THIRD VICE PRESIDENT*



President, Western Machinery Co. and Western-Knapp Engineering Co. since 1953; General Mgr., Edward R. Bacon Co. since 1944. Born in Salt Lake City, 1909. Graduated, Stanford Univ., 1930. Member Rotary Club of S. F., Engineers Club of S. F., American Inst. of Mining & Metallurgical Engineers (A.I.M.M.E.); Dir., American Mining Congress (A.M.C.); Vice Chairman, Manufacturing Div., A.M.C.; Past Dir., Associated Equip. Distributors, & Associated Gen. Contractors, No. Calif. Chapter.

G. L. FOX, *FOURTH VICE PRESIDENT*



General Manager, San Francisco Chamber of Commerce. Born in Stockton. Attended University of California with major studies in industrial engineering and management. Spent 3 years as working newspaperman and managing editor. Was industrial and traffic director of Parr-Richmond Terminal Corp. and Parr Terminal Co. for 6 years before joining San Francisco Chamber in 1943. Prior to affiliation with Parr was manager, indus. dept., Stockton Chamber, for 13 years.

GEORGE J. GREENWOOD, *TREASURER*



Vice President, The Bank of California, N.A. Born in Green Bay, Wis., 1906. Attended American Institute of Banking, Pacific Coast School of Banking and Graduate School of Banking. Joined The Bank of California, N.A., in 1931; appointed vice president in 1947. National President, 1946-47, of American Institute of Banking; past president, California Bankers Association, Group Six, S. F. Kiwanis Club, and Peninsula Golf and Country Club.

A. H. (Harry) BRAWNER, JR., *ASST. TREASURER*



Ass't Secretary and Manager, Export Sales Div., W. P. Fuller & Co. Born in San Francisco, 1923. Attended Menlo School, graduated, Princeton University. Served in U. S. Army Air Force, 1942-45. 1956 President, S.F. Jr. Chamber. Member, Regional Advisory Bd. Institute for Int'l Education; Bd. of Dir., Int'l Hospitality Center; Advisory Bd., School of World Bus., S. F. State College; Commercial Club, Menlo Citizens Club.

MARIE A. HOGAN, *SECRETARY*



A native of Grass Valley, Calif., she has been with the Chamber for most of her business career. Joined staff in 1924 after having served several years as legal secretary. Became Assistant Secretary in 1928; elected Secretary in 1929. Corporate duties include serving as Secretary to the Board, custodian of Chamber records and assignments directed by General Manager.

CHAMBER, CITY PROGRESS IN 1957

1957 DIRECTORS, SAN FRANCISCO CHAMBER OF COMMERCE

JAMES H. BARRY II

President. The James H. Barry Co. Born in San Francisco, 1914. Graduated Univ. of Calif., 1935. Entered James H. Barry Co. as salesman. Served as Lt. Comdr., U.S. Navy, W.W.II. Vice-President of his company, 1945, and executive vice-president, 1948. Became president in March, 1955. Regional director, Printing Industry of America; Executive Committee, Employing Printers Association of San Francisco; Member, S.F. Advertising Club, Navy League, Commonwealth Club and No. Calif. Industrial Adv. Assn.

BENJAMIN F. BIAGGINI, JR.

Vice Pres., Exec. Dept., Southern Pacific Co. Born, New Orleans, 1916. Educated at St. Mary's Univ. of Texas; St. Thomas Univ., Houston; Univ. of Houston; Harvard Bus. School. Entered railroad service, 1936. Texas & New Orleans Railroad. Entered S.P.'s executive office at Houston in 1953 as Exec. Asst. Joined S.F. office of So. Pacific as vice pres. in August, 1956. Member, American Railway Engineering Assn. One of youngest railroad executives in U.S.

IVAN BRANSON

Founder & President, Morning Glory Sandwich Co. Born in Mariposa, 1911. Attended high school in Stockton, later learned telegraphy and worked for commercial firms and Associated Press. S.F. Began present business with first sandwich delivery service, 1931. Firm now employs 45. Has served as Pres., Comm., Telegraphers Union; Pres., S.F. Gen. & Mineral Society, and State Pres., Nat'l Exchange Club. During U.N. organization in S.F. he was named by Exchange Club to be consultant to U.S. State Dept.

ROBERT M. BROWN

Partner, McCutchen, Thomas, Trust Co. Born, Portland, Ore. Born, Muhle, Alabama, 1911. Graduated Stanford Univ., 1931. Student Body President, Rhodes Scholar at Oxford Univ., England, Bachelor of Civil Law, 1934. Joined present firm after college, becoming partner, 1946. Served as Lt. Comdr., U.S. Navy, World War II. Member American Bar Association, Council for San Francisco Federated Fund.

ROBERT W. CAHILL

President, Cahill Construction Co. Born in Oakland, Stanford Univ., Class of '37. So. Calif. U.S. Navy, 3 yrs. Has held present position since 1946. Formerly with California, Inc., St. Elizabeth's Home, Telegraph Hill Neighborhood Assn. Former Dir., United Crusade, Red Cross. Member, Pacific Union Club, Bohemian Club, S.F. Golf Club.

ROY P. COLE

Partner, Cole & DeGraf. Born in San Francisco, 1892; attended Lowell High School and University of California. Formerly associated with Federated Metals Corporation and Standard Oil Company of California. Entered present business in 1938. Former member, San Francisco Redevelopment Agency; past director of the Press & Union League Club; past president and director of the Green Hills Country Club.

RANSOM M. COOK

Senior Vice-President, American Trust Co. Born, Portland, Ore., and attended Oregon State College. Army service, World War I. Thirty-five years with American Trust and presently senior commercial loan officer and supervisor of foreign banking dept. Member, Executive Council, California Bankers Assn., member, Board of Trustees and finance committee, California Physicians Service. President, The Japan Society of S.F.; Bd. of Trustees, S.F. Museum of Art, Dir., American Trust Co. & Cutter Laboratories.

W. W. DAVISON

Vice-President, Standard Oil Company. Born, Peshtigo, Kan., 1897. Graduated, Univ. of California, 1921, and joined Standard immediately as junior engineer. Served in various capacities until named general manager of the El Segundo Refinery in 1944 and elected vice president, 1948. Member, Board of Governors, Federated Employers of S.F., member, Stock Exchange Club, American Petroleum Institute, N.A.M.C. and Junior Achievement of S.F., Inc.

CHARLES de BRETTEVILLE

President, Spreckels Sugar Co. Born, S.F., 1913; graduated, Stanford Univ. 1934, Harvard School of Bus. Admin., 1936. U.S. Navy, 1942-45, retiring as Lt. Commander. Joined Spreckels, 1935. Pres. & Dir., Pampanga Sugar Mills, 1947-56; Pres. & Dir., Spreckels Companies, since 1948; Pres., Spreckels Sugar Co. since 1951. Director of: Bishop Oil Co., Calaveras Cement Co., Clear Lake Water Co., Bank of Calif., Safeway Stores, Inc.

O. R. DOERR

Vice-President in Charge of Sales, Pacific Gas & Electric Company. Born in St. Louis, Mo. Educated at St. Louis University and U.S. Naval Academy. With Great Western Power Co., 1921; joined P.G.E., 1930; general sales manager, 1935; vice-president, 1948. Past President, Pac. Coast Gas Assn., S.F. Sales Managers Assn., and Electric Club of San Francisco. Several years taught salesmanship and management, University of California Extension Service.

ARTHUR J. DOLAN, JR.

Vice Pres. & Sales Mgr., Blyth & Co., Inc. Born in S.F., 1908. Graduated, Lowell High School; attended Columbia Univ., U.S. Navy, 1940-46, retiring as Lt. Comdr. Has served as Pres., S.F. Jr. Chamber of Commerce; member, Employees Council, Bay Area Rapid Transit Commission; Dir., St. Francis Homes Assn., Jr. Achievement, Chairman, Invest-in-America Week. Founded Big Brother movement in Jr. Chamber, Volunteers for Better Govt. Chairman, Republican Fin. Comm., S.F.

SELWYN EDDY

Vice Pres., West Coast, Shell Oil Company. Born, Bay City, Mich., 1905. Attended Yale University. Began with Shell in San Francisco, 1925, as service station attendant. Sales manager, Southern California, 1932; division manager, 1935. Lt. Comdr., U.S. Navy, W.W.II. Named N.Y. marketing division manager for Shell, 1945, and appointed general sales mgr., 1954. Member, San Francisco Stock Exchange Club, Pacific Union Club.

FRANK P. GOMEZ

Industrial Realtor. Actively engaged in industrial real estate for 20 yrs. Member and Director, S.F. Real Estate Board. Member, Society of Industrial Realtors. Founder and President, Northern California Chap., S.I.R. Member & Officer, S.F. Bay Area Council. Member, S.F. Commercial Club. Born in Mazatlan, Educated in San Francisco schools.

GEORGE F. HANSEN

Vice President, Matson Navigation Company. Born in San Francisco, 1906. Entire business career with Matson Navigation Company, having joined the company in 1926. Served in sales management positions in Chicago, London and San Francisco in 1945 as Passenger Traffic Manager. Became Vice President, Passenger Traffic in 1949. Director, San Francisco Convention & Visitors' Bureau and Downtown Association.

WILLIS M. HOLTUM

Mgr., Western Div., City Mortgage Dept., Equitable Life Assurance Society of U.S. Born in San Jose, 1900, attended San Jose schools and Univ. of Calif. Began career with Calif. Pacific Title Ins. Co., 1926. Served with Actina Life Ins. Co. Coldwell Banker & Co. and Federal Home Loan Bank Board. Joined Equitable, 1931; vice-pres. Mortgage Bankers Assn., No. Calif. Chap.; Past Pres., American Inst. of Real Estate Appraisers. No. Calif. Chap. Presently Dir., Council of Pats. Sterling Furn. Co., Goodwill Industries.

NEW CHAMBER BOARD BEGINS DUTIES

1957 DIRECTORS, SAN FRANCISCO CHAMBER OF COMMERCE (Concluded)

W. F. KAPLAN

Secretary-Treasurer, The Emporium-Capwell Co. Born at El Paso, Tex., 1900. Graduated Golden Gate College of Law, 1924. Joined Emporium, 1920, appointed controller, 1930; secretary-treasurer, 1935. President, Retail Merchants Assn.; Board of Directors, Goodwill Industries; Board of Directors, Apparel City; Secretary-Treasurer, Retail Credit Assn. and ass. sec.-treas.; Retail Dry Goods Association, Member, Financial Officers Association.

ROGER D. LAPHAM, JR.

Resident Vice Pres. & Dir., Alexander & Co. of Calif. Born N.Y.C., 1914. Graduate Harvard, 1940, Univ. of California Law School, 1941. Lieut. Commdr., U.S. Navy, W.W.II. War Shipping Administration, 1943-46; vice-president, Groszold & Co., Inc., 1946-1952. Vice-Pres., Henry & Scott, Inc., 1952-56. Member, Republican County Central and State Central Committees, President, S.F. Planning Commission.

JOHN R. LITTLE

Vice Pres. & Gen. Mgr., Foote, Cone & Belding, Born in Passaic, N.J. Blair Academy, Wesleyan Univ. Joined pres. organization 13 yrs ago. Formerly Public Relations Dir., All-Year Club of So. Calif.; owner of sales promotion co., Inst. of Business Training Corp., N.Y.; freelance business writer; staff of Town & Country Mgr., N.Y. Active in Boy Scouts, Presbyterian Church, Top Management Advisory Comm., L.A.; Exec. Epw-Hub, L.A.; Dir., Down Town Association.



DAN E. LONDON

Managing Director, St. Francis Hotel and V-P, Western Hotels, Born, Seattle. Attended Univ. of Washington. Hotel management in northwest until 1935 when he moved to San Francisco as manager of the St. Francis Drake Hotel and became manager, St. Francis Hotel, 1938. Director, S.F. Convention and Visitors Bureau and Hotel and Highway District. Past President California State Hotel Assn., Commodore, Great Golden Flare, Life member, National Rile Assn.



RENE A. MAY

President, Getz Bros. & Co. Born, Mexico, 1894. Educated in Mexico and the Lycée Carnot, Paris, France. In business in Mexico until 1916 when came to San Francisco and joined Getz Bros., rising to the rank of President in 1923. He is a Past President of the World Trade Association; member of the Commonwealth Club, Stock Exchange Club. He is Vice-President of the Northern California Service League, past president of the Jewish Committee for Personal Service, and President of Alliance Francaise.



WALTER J. MAYTHAM

Vice-President, Westinghouse Electric Corporation, Born, Atlanta, Ga., and educated at Iowa State College. Joined Westinghouse in Pittsburgh, Pa., 1926. Regional Manager, Pacific Coast, 1949; vice-president, 1954. Holds Westinghouse Order of Merit for outstanding performance. President, Pac. Coast Electrical Assn., and Dir., Northern California Electrical Bureau, Member, Board of Governors, S.F. Bay Area Council, member, A.I.E.E., Stock Exchange Club, Newcomen Society.



HARRY C. MUNSON

Vice-President and General Manager, The Western Pacific Railroad Company, Born, Ohio, Newbury, 1901. Graduated Univ. of Iowa, 1923. Served with The Milwaukee Road for many years, rising to the post of assistant general manager at Chicago, 1946-48. Joined the Western Pacific in 1948 as Asst. Vice-President—Operations, at San Francisco, and became Vice-Pres., Gen. Mgr. & Dir. in 1949. Member Newcomen Society, Commonwealth Club.



STERLING R. NEWMAN

Western Sales Mgr., United Air Lines. Born, Ontario, Ore. Attended University of California. Joined U.S. Army Air Corps in 1931 and came to United Air Lines in 1935 as traffic representative at San Francisco. Became district sales manager in 1942 and was promoted to present position in 1944. Member of Rotary Club of San Francisco and San Francisco Sales Executives Association.



EMMETT G. SOLOMON

Vice-President and Director, Provident Securities Co., Crocker Estate Co. Born in Omaha and educated at Univ. of Wisconsin. With First Nat'l Bank, Omaha, and former President, American Factors, Ltd., Honolulu. Joined present company, 1953. Director and Ch., Ex. Com., Gladding, McBean & Co., and director and member ex. com., Crocker-Anglo Bank, Matson Nav. Co. Director, Atholl McBean Foundation, Mills Mem. Hospital and Stanford Res. Institute.



RAY B. WISER

President, Walking Mining Co. Born, Manly, Iowa, 1901. Graduate, Univ. of California. President, Director, Freedom Insurance Co. Farm operator and past president, California Farm Bureau Federation. Former chairman, Pacific Slope Regional Forum; former Nat'l Director, Transportation Association of America; former Director, Calif. Canning Peach Assn. Chairman, Exec. Comm. Dir., Western Mining Council. Chairman of Board, California Heart Assn.

CALENDAR—CHAMBER EVENTS

January 7 WORLD TRADE ASSOCIATION—Commercial Club, 12 noon.

Agenda: Commercial Representatives of Other Governments.

January 7 JUNIOR WORLD TRADE ASSOCIATION—Supper, Schell's Restaurant, 6:15 p.m.

Agenda: Hungary.

January 8 SECOND CENTURY CLUB—El Jardin Restaurant, 12 noon.

January 8 AGRICULTURAL COMMITTEE AND TECHNICAL PROJECTS COMMITTEE, JOINT MEETING—Fairmont, 12 noon.

Agenda: Policy on State Water Problems.

January 8 CIVIC DEVELOPMENT SECTION CHAIRMEN—1st floor conf. room, Chamber, 11-12 noon.

Agenda: Discussion of 1957 Program.

January 8 FOREIGN TRADE ZONE COMMITTEE—1st floor conf. room, Chamber, 2 p.m.

January 9 STREET, HIGHWAY AND BRIDGE SECTION—Room 208, Chamber, 10:30-12 noon.

Agenda: Taxes by the State of California.

January 9—"SALUTE TO PROGRESS" CIVIC LUNCHEON—Colonial Room, St. Francis Hotel, 12 noon.

January 14—SHIPPERS COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

January 16 WORLD TRADE ASSOCIATION, EXECUTIVE COMMITTEE—1st floor conf. rm., Chamber, 2:15 p.m.

BAY REGION BUSINESS

SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President

G. L. FOX, General Manager; M. A. HOGAN, Secy.

WALTER J. BROWN, Bulletin Editor

JAMES D. WARNOCK, Assistant Editor

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President Asks Member Backing

(Continued from Page 1, Column 3)

and many who are not yet Chamber members—to get behind our Action Program for 1957, soon to be announced.

"With strong membership support, with vigorous work, new ideas and enthusiasm, there is nothing the San Francisco Chamber cannot accomplish upon which its sights have been set for a productive and progressive 1957."



Chamber Aide in Sacramento To Represent Local Interests During Legislative Session

Policies and decisions of the Chamber on State legislative matters will be furthered in Sacramento during the present Legislative Session by Randle P. Shields, Manager of the Chamber's Public Affairs Department and the organization's Legislative Representative.



"Randy" Shields

Promotion of the city's and business community's best interests at the capital will be Shields' basic purpose at least three to four days a week throughout the legislative period which recesses at the end of this month. When the session resumes in early March, Shields will return to Sacramento.

Committee Chairmen desiring copies of bills in which they are interested or wishing to convey their views to the Chamber's representative are encouraged to contact Shields at the Chamber preferably on Mondays throughout the session.

C of C "Fair-Share" Program Launched in Retail Field

The Retail Group of the Chamber's "Fair-Share" Program, chairmanned by J. Howard Patrick, Patrick & Co., will hold its kick-off luncheon next Monday at the Commercial Club.

More than 400 Chamber members in the retail field will be contacted during the approximately ninety days of the group's drive to increase financial support of the Chamber.

"We hope to equal the record established by the Wholesale Group—93 per cent of quota—and to experience the fine reception they had," Chairman Patrick said.

Purpose of the "Fair-Share" program is to achieve increased financial support of the Chamber by members on a level commensurate with that enjoyed by chambers in other major American cities.



SALUTE TO PROGRESS: From left, Mayor George Christopher, Mrs. Christopher, Chamber President E. D. Maloney and Down Town Association President Roy Buell exchange greetings at last week's luncheon honoring the Mayor's first year in office. More than 700 San Francisco business and civic leaders and city officials crowded the St. Francis' Mural Room to hear tribute paid Mayor Christopher by Maloney, Buell and E. W. Littlefield, 1956 Chamber President. The Mayor responded with expressions of gratitude and promised a new year of continued vigor in attacking problems and achieving progress. The gala event was co-sponsored by the Chamber and Down Town Association. Mr. Maloney presided.

Department Mgr. Will Resign to Open Public Relations Firm

Walter J. Brown, Manager of the San Francisco Chamber's Publicity Department for the past seven years, will resign his position on February 8 to open his own public relations firm in San Francisco with representation in Sacramento and Los Angeles, according to an announcement this week by Chamber General Manager G. L. Fox.

Brown's associate in Sacramento will be Pat Martin, former secretary to Governor Knight. In Los Angeles it will be James Raport, former public relations director of the Los Angeles Chamber of Commerce. The three will operate individual public relations offices in their respective cities but will maintain constant liaison for the execution of statewide and west coast programs in business, industrial, association and political public relations.

In the Bay Region, Brown's firm, headquartered in San Francisco, will handle purely local accounts in addition to his affiliated work with Martin and Raport.

Brown's position at the San Francisco Chamber will be filled from within and an announcement made shortly, said Fox.

"We deeply regret Mr. Brown's decision to leave the Chamber," he stated, "but appreciate his desire to get into business for him-



"Walt" Brown

Printing Week Event Features Talk by Robert Gros; Awards Made for Service to Industry

Robert R. Gros, vice president, Pacific Gas & Electric Co., keynoted yesterday's Graphic Arts Luncheon at the Commercial Club by a penetrating discussion of "Communications and the Printed Word." He cited the great progress made by the printing and allied arts in recent years and the importance of the printed word in today's communication of thoughts.

Gros was principal speaker at the colorful event which was sponsored by the Club, the San Francisco Chamber and the 1957 Printing Week Celebration Committee, in salute to Printing Week currently being observed throughout the nation.

Chamber President E. D. Maloney presided and Albert C. Wornor of Security Lithograph Co. was chairman of the day.

"Bennies"—miniature busts of Benjamin Franklin, patron saint of printing whose 252nd birthday coincided with the event—were presented to the following organizations for "outstanding services in the field of graphic arts and to the community":

Zellerbach Paper Co. for bringing the award-winning American Graphic Arts Association exhibit to San Francisco for display at the Sheraton-Palace Hotel this week; recipient, Miss Glory P. Carlberg, advertising manager.

Harry W. Brintnall Co., for 50 years of service to the graphic arts industry; recipient, William McLaughlin, manager, San Francisco branch.

KPIX-TV, for its Sunday afternoon series, "Adventures in Printing"; recipient, George Willey, education director.

"Miss Perfect Type" (Miss Nan Sawyer) for being theme girl of the observance.

Chamber Backs Portion of Plan For Maritime Museum Growth

The San Francisco Chamber has agreed to approve and support the portion of the Maritime Museum expansion plan, "Project X," between Hyde Street and Van Ness Avenue and north of Beach Street, but to oppose any expansion east of Hyde and south of Beach into industrial and commercial areas.

The part of "Project X" approved by the Chamber includes the present Maritime Museum building and site which is leased from the city, and city-owned property east to Hyde Street and north of Beach. This property at present is not on the tax rolls.

That portion opposed by the Chamber is east of Hyde and south of Beach and is occupied by Haslett Warehouse Co., Ghirardelli Chocolate Co. and Southern Pacific. Additionally, Eastman Kodak Co. plans a new building on Beach Street between Van Ness Avenue and Polk Streets, bids for which have

Allwork on "Wide World" Sunday

Allwork Manufacturing and Engineering Co. of Oakland will be featured on "Wide World," NBC, from 4 to 5:30 p.m. next Sunday. The company, of which Donn C. Sigerson, Chamber member, is president, will be saluted on "American Riches," the story of small business, its enterprise and growth. Allwork is the largest General Motors supplier in northern California.

SAN FRANCISCO TAX CALENDAR

Compiled by the Research Department

CITY-STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency	Date*	Interested Parties	Act Required	Responsible Agency
Each month this day				5	City property owners	File affidavit for exemption before 5 p.m. last Monday in May. Welfare agencies must file by April 1.	City and County Assessor
1	Common carriers	Last day to file report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization	5	City property owners	Unsecured personal property due—delinquent August 31.	City and County Tax Collector
1	Distributors motor-vehicle fuel	Last day to file and pay tax for the second preceding month.	State Bd. of Equalization	15	Banks and corporations	File return and pay all or first installment of taxes if on calendar year basis, otherwise 3 months and 15 days after close of fiscal year.	State Franchise Tax Board
15	Common carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization	April See also "Each Month this Day"			
15	Distilled spirits mfrs., mfrs., agents, and wholesalers, rectifiers and brandy mfrs.	File report and pay tax for preceding month.	State Bd. of Equalization	1	Owners of state-assessed property	File statement of property owned or used and money and solvent credits owned noon first Monday of March.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File report and pay taxes for preceding month.	State Bd. of Equalization	1	Welfare agencies	Last day to file affidavit and claim for welfare exemptions.	City and County Assessor
15	Producers and brokers	File report and pay tax for preceding month on transactions in petroleum products.	State Bd. of Equalization	1-30	Employers	State Unemployment and Disability Insurance Tax—pay first quarter returns—delinquent May 1.	State Dept. of Employment
25	Motor vehicle transportation operators	File and return on or before 25th and pay taxes for preceding month.	State Bd. of Equalization	1-30	Retailers and purchasers of tangible personal property subject to tax	File return and pay retail sales and use taxes for quarter ending March 31.	City and County Tax Collector
25	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization	10	Property owners	Second installment real property taxes; delinquent at 5 p.m.	S. F. City and County Tax Collector
Last day of month	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax on or before last day of month after close of taxable quarter. If required to pay on monthly basis, do so by last day of month following.	State Bd. of Equalization	15	Off-sale general licensees	File report for quarter ended March 31 and pay required additional license fee.	State Bd. of Equalization
January See also "Each Month this Day"				15	Donors	File return showing gifts during preceding calendar year.	State Controller
1-31	Employers	State Unemployment and Disability Insurance Tax fourth quarter 1956 due. Delinquent after January 31, 1957.	State Dept. of Employment	15	Individuals	File return and pay first installment of tax for 1956 if on calendar year basis.	State Franchise Tax Board
1-31	Retailers and purchasers of tangible personal property subject to tax	File quarterly statement and pay Retail Sales and Use tax.	City Tax Collector	10	Private car owners (railway car)	File report covering operations of private cars during preceding calendar year.	State Bd. of Equalization
1	Motor vehicle owners	License renewal fee for calendar year payable; delinquent February 5.	State Dept. of Motor Vehicles	May See also "Each Month this Day"			
15	Off-sales general licensees	File report for quarter ending December 31 and pay required additional license fee.	State Bd. of Equalization	28	Churches, colleges, veterans, orphanages, exhibitors	Last day for filing affidavit for exemptions (Fourth Monday in May by 5 p.m.)	S. F. City and County Assessor
February See also "Each Month this Day"				28	Personal property owners	Last day to file unsecured property statement.	S. F. City and County Assessor
1	City property owners	Second installment on Real Property Tax due and balance of Personal Property taxes on secured roll due. Delinquent April 10 at 5 p.m.	City Tax Collector	June See also "Each Month this Day"			
4	Motor vehicle owners	Last day to pay registration and license fees; delinquent February 5.	State Dept. of Motor Vehicles	15	Individuals	Pay third installment State personal income tax if fiscal year ended June 30, 1956.	State Franchise Tax Board
15	Employer	File Forms 591 and 592 and pay amount withheld on non-residents, also Forms 196 and 199.	State Franchise Tax Board				
15	Persons whose fiscal year ended June 30	Second installment of Personal Income Tax due.	State Franchise Tax Board				
March See also "Each Month this Day"							
5	City property owners on leased land	Last day for owners of property on leased land to file for separate tax bill.	City and County Assessor				
5	City property owners	File statement of all real and personal property owned at noon for assessment.	City and County Assessor				

LOCAL OFFICIALS

Assessor, City and County of San Francisco, City Hall, Civic Center KLondike 2-

Tax Collector, City and County of San Francisco, City Hall, Civic Center HEmlock 1-

California State Board of Equalization, State Building, Civic Center UNDERhill 1-

*If any date falls on a Sunday or leg

AR — FIRST HALF OF 1957

San Francisco Chamber of Commerce

FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency	Date*	Interested Parties	Act Required	Responsible Agency	
Each month this day				February See also "Each Month this Day"				
15	Employer	Payment to authorized depository by employers who withheld more than \$100 during previous month. Payment for last month each quarter due last day of the month.	Director of Internal Revenue	15	Farmers	Last day to file declaration and pay entire estimated tax for 1956 unless personal income tax paid in full on January 15, 1957.	Director of Internal Revenue	
15	Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes.	Director of Internal Revenue	28	Corporations	File return on payments of dividends in excess of \$10 and other corporate payments of \$600 or more.	Commissioner of Int. Rev. Processing Division C. C. Station Kansas City 2, Missouri	
15	Individuals (on fiscal year basis)	Individuals whose fiscal year begins the first of any month except January—file declaration and pay first installment of estimated tax on 15th of second month following; the first amendment and second payment are due on 15th of the fifth month following; the second amendment and third payment on the 15th of the eighth month following; final amendment and payment the 15th of the 12th month following; with final return due the 15th of the 14th month following.	Director of Internal Revenue	28	Employer	Last day to file information returns of dividends, salaries and other payments not subject to withholding tax. (Forms 1099 and 1096.)	Commissioner of Int. Rev. Processing Division C. C. Station Kansas City 2, Missouri	
15	Corporations (on fiscal year basis)	Corporations whose fiscal year ends with end of any month other than December 31—Income and Excess Profits tax returns are due by 15th of the 3rd month following the end of the fiscal year, also the first of the quarterly payments are due on the same date and the succeeding quarterly payments the 15th of every 3rd month, except trusts which pay annually.	Director of Internal Revenue	March See also "Each Month this Day"	1	Foreign personal holding companies	File annual information returns by shareholders and by officers and directors.	Director of Internal Revenue
15	Estates and Trusts (on fiscal year basis)	File returns by 4th month after close of fiscal year; trust taxes in full accompany returns but estates may make first quarterly payment on filing date with installments due on 15th of fourth, seventh, tenth and 13th month after close of fiscal year.	Director of Internal Revenue	15	Corporations	File 1956 income tax returns and pay 50% on 1956 tax.	Director of Internal Revenue	
Quarterly Last Day of Month	Retailers, mfrs., amusement, cabinets	Within 30 days after each quarter, file return for preceding quarter on Form No. 720 and pay tax due for admissions, dues, and miscellaneous taxes, including Retailers Excise Tax. If liable amounts in any month except last month of each quarter exceed \$100, deposit such amounts in a Federal Reserve Bank or any authorized local bank.	Director of Internal Revenue	April See also "Each Month this Day"	15	Individuals subject to withholding tax	Last day to file personal income tax returns calendar year 1956 (Form 1040 or 1040-A) and make final payment.	Director of Internal Revenue
January See also "Each Month this Day"				15	Individuals (other)	Declaration and make payment of one quarter estimated income tax for calendar year 1956	Director of Internal Revenue	
1	Employers	Begin Old Age Insurance tax withholding and contributions on annual salary payments up to \$4200.	Director of Internal Revenue	15	Gifts	File gift tax annual return and make payment of tax due if gift of more than \$1000 was made in 1956 to one individual.	Director of Internal Revenue	
15	Individuals (not subject to withholding tax)	Last day to make final payment of 1956 estimated tax by individuals previously making declarations and to amend estimated tax	Director of Internal Revenue	15	Partnerships	File return for year ended December 31, 1956	Director of Internal Revenue	
15	Employer	Last day to file quarterly return and make payment of taxes withheld during preceding quarter	Director of Internal Revenue	15	Estates	Reporting for calendar year quarterly payment due.	Director of Internal Revenue	
31	Employer	Last day to furnish employees a written receipt (W-2) of amount withheld in 1956.	Director of Internal Revenue	31	Employer	Last day to file 1957 quarterly return and payment of income and social security taxes	Director of Internal Revenue	
31	Employer	Last day to file last quarterly return of amounts withheld at source (Form 941) with triplicate copies of W-2s issued during the year.	Director of Internal Revenue	May See also "Each Month this Day"				
31	Employer	Employers of 4 or more persons file Form 940 for 1956.	Director of Internal Revenue	15	Organizations and trusts	File 1956 annual information return of tax-exempt organization.	Director of Internal Revenue	
				June See also "Each Month this Day"				
				15	Individuals	Make payment of second quarterly installment for 1957.	Director of Internal Revenue	
				15	Corporations, estates and trusts	Quarterly payments due on 1956 income taxes for corporations, estates and trusts reporting for calendar year	Director of Internal Revenue	
				15	Individuals reporting first time	Those required to file declarations for the first time at this date pay only one-third 1957 estimated tax due.	Director of Internal Revenue	
				15	Non-Resident business and individual	Last day to file return of citizens abroad in business whose principal income is from foreign countries or U. S. possessions.	Director of Internal Revenue	
RESPONSIBLE TAX AGENCIES								
Kansas State Franchise Tax Board, 540 Van Ness Avenue		UNDERHILL 1-7234		15	Individuals	Make payment of second quarterly installment for 1957.	Director of Internal Revenue	
Kansas State Motor Vehicle Department, 160 South Van Ness Avenue		UNDERHILL 3-0300		15	Corporations, estates and trusts	Quarterly payments due on 1956 income taxes for corporations, estates and trusts reporting for calendar year	Director of Internal Revenue	
Director of Internal Revenue, 100 McAllister Street		KLondike 2-2833		15	Individuals reporting first time	Those required to file declarations for the first time at this date pay only one-third 1957 estimated tax due.	Director of Internal Revenue	
Return is due on the following day.				15	Non-Resident business and individual	Last day to file return of citizens abroad in business whose principal income is from foreign countries or U. S. possessions.	Director of Internal Revenue	

RESPONSIBLE TAX AGENCIES

California State Franchise Tax Board,
540 Van Ness Avenue UNDERhill 1-7234

California State Motor Vehicle Department,
160 South Van Ness Avenue UNDERhill 3-0300

Director of Internal Revenue,
100 McAllister Street KLondike 2-2833

Return is due on the following day.

HITTING THE HIGH SPOTS

THE PORT OF S.F. launched a multi-million dollar expansion and construction program this week on tapering the addition of ship berths and cargo handling facilities to several major piers and terminals estimated at \$12 million. . .

AN IMPRESSIVE RECORD of growth and improvement in postal service in Calif., Nevada and Hawaii was made during the calendar year 1956. Post Office Dept. Regional Dir. Varne Scoggins said last week. For example, total receipts were \$223,760,000, a gain of 6.02%, or \$12.7 million over 1955; employees increased by 2,463, and volume originating in the region showed an estimated increase of 529,306,000 pieces, or 11.5%. . .

ARCHITECT & ENGINEER members of the Chamber who have not responded to the questionnaire mailed to them asking for pertinent facts about themselves are urged to give this their immediate attention. Results will be compiled into a new Chamber Directory for their profession. Non-members interested in being listed are asked to contact the Chamber's Membership Relations Dept. . .

T. KONG LEE has been re-elected President of the Chinese Chamber of Commerce, pledged to promote business in the Chinatown area and embark on a larger campaign to publicize that colorful section of San Francisco. . .

MEET ROBERT H. BARR, 1957 President of the S.F. Junior Chamber of Commerce. He is mar. of the Yellow Cab Co. in Daly City and has been a member of the Jaycee since 1951. A native San Franciscan, 29 yrs. of age, Barr has been a member of the Key Man Society since 1952. He is also 1957 Vice Pres. of the Calif. State Junior Chamber. . .



DEADLINE for submitting info for the Chamber's new edition of the **Electronics Directory** is January 30. Send data to the Industrial Dept.

FINDERS FILES, INC., a new electronic approach to multiple listing service for real estate brokers, was unveiled this month by Lou Turner, advertising chairman of M.L.S. of S.F. and a member of the Chamber's Capital Improvement and Land Use Section. From thousands of key-punched cards, the research service, using special electronic equipment, can find those with the exact specifications needed within a few minutes. Mrs. Turner is pres. Mrs. Helvi Wamsley is vice pres., and offices are located at 2373 Polk St. . .

CALENDAR—CHAMBER EVENTS

January 21: RETAIL GROUP OF "FAIR SHARE" PROGRAM—Commercial Club, 12 noon.

January 22: WORLD TRADE WEEK AND FESTIVAL COMMITTEE—1st floor conf. room, Chamber, 2 p.m.

January 23: WORLD TRADE LUNCHEON—San Francisco Room, Fairmont Hotel, 12 noon.

Speakers: Fred Bremer, University of San Francisco. **Topic:** "The European Economy: The Present Crisis and Outlook for Future." . .

January 23: DOMESTIC TRADE COMMITTEE CHAIRMAN—12 noon.

January 25: SUB-COMMITTEE ON TRADE RELATIONS WITH CENTRAL AMERICA—1st floor conf. room, Chamber, 2:15 p.m.

January 25: INDUSTRIAL ADVISORY COMMITTEE—Commercial Club, 12 noon.

Agenda: Air Pollution.

January 28: WORLD TRADE ASSOCIATION—Room 200, Chamber, 10:12 noon.

Agenda: Japanese Productivity Team.

January 29: SUB-COMMITTEE ON TRADE RELATIONS WITH CHINA—1st floor conf. room, Chamber, 2:15 p.m.

January 30: SUB-COMMITTEE ON TRADE RELATIONS WITH PHILIPPINES—1st floor conf. room, Chamber, 10:12 noon.

Speakers: Edward M. Milans, U.S. Commercial Attaché to Manila.

Topic: Recently affiliated Philippine Customs Legislation and Advice to businessmen on their particular problems.

Foreign Trade Zone Promotion Is Local Job, Says Official

"The promotion of San Francisco's Foreign Trade Zone is primarily the responsibility of the community and grantee," Nathan Ostroff, Assistant General Counsel, U. S. Bureau of Foreign Commerce, told members of the San Francisco Area World Trade Association last week.

Speaking before the Subcommittee on Foreign Trade Zone No. 3 of the Association, Ostroff stressed the advantages of the Zone to users, many of which were not realized during the first years of operation.

Ostroff visited San Francisco to review aspects of the relocation of the Zone from Pier 45 to Pier 46-B and 33 Berry Street. James Campbell, superintendent, reported that the move will be completed in March.

World Trade Ass'n Officers and Executive Comm. Announced

Supporting George E. Talmage, Jr., newly-elected President of the San Francisco Area World Trade Association during 1957, will be Forrest E. Brookman, partner, Atkins, Kroll & Co., First Vice President; Tom B. Coughran, vice president and manager, International Department, Bank of America, Second Vice President; W. B. Gribble, export manager, W. P. Fuller and Co., Third Vice President; and Robert Taylor, assistant vice president, International Department, American Trust Co., Treasurer.

Re-elected Secretary of the Association, which in 1957 will celebrate its fortieth anniversary of "promoting world trade through the Golden Gate" was James P. Wilson, Manager, World Trade Department of the Chamber.

All of the officers will serve as members of the Association's Executive Committee.

Other new Executive Committee members are: Jay T. Reed, Otis McAllister and Co.; George C. Fortune, Balfour, Guthrie and Co., Ltd.; Richard Nelson, James S. Baker Company; Richard F. Scott, Homer G. Angelo Co.; and E. P. McCall, Tidewater Oil Co.

Brown Will Resign to Enter Public Relations Business

(Continued from Page 1, Column 2)

self. During his tenure as Manager of the Chamber's Publicity Department, he has been an invaluable part of our constant effort to advance the business and civic progress of San Francisco. We wish him the very best of fortune."

Brown joined the Chamber after several years' newspaper, advertising, promotion and publicity experience. He has been in charge of news, publications and various facets of public relations involving both the Chamber and the City, and has spearheaded many promotional projects.

Brown is a member of the Public Relations Society of America and the San Francisco Press & Union League Club, Advertising Club, Public Relations Round Table and Publicity Club.

He is married, with four daughters.

Response to Survey Urged

Bay Area manufacturers who have not yet completed the report forms sent to them in connection with the Chamber's Product Potential Survey are urged to do so immediately, according to James H. Barry II, Chairman of the Manufacturers Committee.

Replies, while gratifying, are not yet adequate in quantity to complete the survey, Barry said. Those who have not received the forms are urged to contact the Chamber's Industrial Department. It is hoped that the survey will be completed by February 28.

S.F. Wins in Rate Competition

As the result of a Federal Maritime Board denial of a protest filed by Pacific Northwest interests against the publication of revised rates equalizing San Francisco rates with those between that area and Alaskan ports, the Port of San Francisco is in a competitive position with ports in the Pacific Northwest for the first time.

The rates affect overland traffic moving between points east of the Rocky Mountains and Alaskan ports. The Chamber wired the FMB in November asking for the denial.

Portion of "Project X" Backed

(Continued from Page 1, Column 3)

already been let.

Raymond D. Smith, Chairman of the Chamber's Capital Improvement and Land Use Section, said that his group was "greatly concerned with the possible loss of properties from the tax rolls, personal property taxes and employment" if the entire "project" were approved.

BAY REGION BUSINESS SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager; M. A. HOGAN, Secy.
WALTER J. BROWN, Bulletin Editor
JAMES D. WARDEN, Assistant Editor
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BAY REGION BUSINESS

SAN FRANCISCO CHAMBER OF COMMERCE

VOLUME 44 • NUMBER 3 • FEBRUARY 1, 1957

Record Industrial Year for San Francisco, Bay Region, Northern California Area!

San Francisco, the Bay Region and northern California climaxed a decade of industrial development by establishment of another record commitment for new plants and expansions in 1956, the Chamber's Industrial Department reported, this week.

The best previous industrial expansion year was 1953 which was bettered last year by more than one and one-half times.

Remarkably, 1956 exceeded 1955 by approximately four times in San Francisco, the Bay Region and northern California.

In San Francisco at least 865 new jobs were created by 103 projects. Largest in the \$18,274,242 total was that of Bethlehem Shipyards.

The Bay Region took a prominent place in the nation's guided missiles program through projects of Aerojet General, Douglas and Lockheed. This area's commitment of \$407,242,257 covers 681 projects.

Northern California, comprised of 48 counties, reported a total of 811 projects, to cost a record \$438,893,465.

"This remarkable recognition of our area by industry is a testimony to the serious planning or industrial development by our planning communities," said O. R. Doerr, Chairman, Industrial Advisory Committee. "It is also proof that such efforts produce results which benefit the economic well being of every resident."

Here are cumulative totals for the entire year of 1956:

San Francisco	\$ 808,000	196 Jobs
26 New Plants	17,319,242	609 Jobs
79 Expansions		
103 Projects	\$ 18,274,242	865 Jobs
Bay Region	\$158,070,995	
153 New Plants	249,353,202	
523 Expansions		
681 Projects	\$407,124,237	
Northern California	\$180,448,025	
195 New Plants	238,445,440	
616 Expansions		
811 Projects	\$438,893,465	

Two National Days Saluted

The national days of the Republic of India and the Commonwealth of Australia—and the growing trade through the Golden Gate between those countries and the United States—were saluted last week by the San Francisco Area World Trade Association of the San Francisco Chamber of Commerce when President George E. Talmage, Jr., presented special commendation certificates to government representatives.

Receiving the award for India was Consul General B. N. Nanda. Representing Australia as Trade Representative K. F. McKernan.

"The flourishing import-export business with these two great countries represents a major contribution to America's billion dollar industry—world trade," Talmage stated.

Business, Industry Reach New Heights in 1956; Chamber Activity Ties in with Community Gains

The Chamber's 14 Departments and 50 Committees this week turned in reports of their 1956 activity which, on the crest of San Francisco's greatest business year in history, reflected solid Chamber achievement in virtually every economic and civic field.

James D. Warnock Appointed Manager of Publicity Dept't

James D. Warnock has been appointed Manager of the Chamber's Publicity Department, to succeed Walter J. Brown, according to General Manager G. L. Fox. The appointment will be effective February 8, when Brown will resign to enter his own public relations business in San Francisco.



Jim Warnock

as continuing the Department's active program to promote national and international interest in San Francisco, which last year was strongly reflected in the press, radio and television.

A graduate of the University of California, Warnock has instructed at Stanford University, where he did graduate study, and at San Jose State College. He was formerly connected with the American Cancer Society, Security-First National Bank of Los Angeles, and Arizona newspapers. He is a member of the Press and Union League Club and the San Francisco Advertising Club.

Warnock, who has been a publicist, writer and instructor in the Bay Area for the past ten years, has served as Assistant Manager of the Publicity Department since early last year. He will publicize activities of 12 Chamber Departments, 24 Committees, and 22 Sections and Subcommittees, as well

A record \$407 million dollars in Bay Region industrial expansion, an 8% increase in general business activity in San Francisco, many new building projects, important civic advances—these and many more outward signs of progress reflected a powerful "Go-Ahead" Chamber program for 1956 which had found enthusiastic support by a growing membership.

Aside from the broader achievements, the day-in-and-out services and actions of the twelve public service Departments of the Chamber with their 800 members of committees, sections and subcommittees, made an impressive array of accomplishments. It is this phase of Chamber work which is chiefly reflected in the "Report by Departments" elsewhere in this issue.

Based on actions by the Board of Directors, composed of 31 business and civic leaders and led by 1956 President E. W. Littlefield, the Chamber's Administrative Department, headed by General Manager G. L. Fox, coordinated the widely diversified, ever-changing and sometimes controversial projects carried on by the Departments and Committees.

Scores of special events were sponsored during 1956, including a total of 18 widely-attended civic luncheons featuring addresses of major community concern by these distinguished leaders:

Dr. Harold Furst, Elmer E. Rasmussen, President Giovanni Gronchi of Italy, Robert E. Kenyon, Carl F. Wente, Paul S. Willis, Albert L. Furth, J. D. Zellerbach, Wilber M. Brueker, Samuel C. Waugh, Dr. Jose A. Mora, Fred M. Glass, Harvie Ward, Hilding Melin, Sr., Admiral Chester W. Nimitz, George S. Wheaton, Samuel Rosen and John S. Coleman.

Chamber Week to be Observed

Next week will be observed throughout the State as "Chamber of Commerce Week in California", according to General Manager G. L. Fox.

Sponsored by the California Association of Chamber of Commerce Managers, the week will stress the theme that today's chamber of commerce is a well-organized, well-managed professional organization representing the interests of the entire community it serves, Fox said.

The first chamber of commerce was established in Marseille in 1599, and operated almost exclusively as a business protection and promotion agency. The first chamber in America was established in New York in 1768.

The San Francisco Chamber, oldest in the West, was established in 1850 and will observe its 107th anniversary next May 9.

1956 ACCOMPLISHMENTS

Today's issue is devoted largely to a report of activity for the year 1956. On this page are accounts of general achievement as well as industrial progress. On the inside of this section are detailed reports of business activity in San Francisco and the Bay Area.

Chamber Departmental activity is reported, in highlight form, in the supplemental four pages inside.

It is hoped that Chamber members will take pride in these accomplishments which directly reflect their interest and support during 1956.

General Business Activity—1956

TREND

1956 business activity in San Francisco rose to the highest annual level in the city's history and surpassed the preceding year by 8%. The San Francisco Chamber of Commerce business index soared to 176.4 in December and averaged 150.5 for the entire year. (1945-49 = 100 index.)

A sizable increase in financial transactions and gains in the trade, transportation, industry, and construction fields contributed much to the marked advance in activity during the year. Several times during the year, the monthly trend of business fluctuated from the usual pattern, but the cumulative at the end of each quarter sustained a reasonably uniform trend throughout the year amounting to 10.2%, 8.5%, 8.5% and 8.0% respectively.

CONSTRUCTION

San Francisco experienced its second best building year in 1956 despite a 24% shrinkage in value of residential construction. Permits authorized totaled 10,634 and amounted to \$66,065,470 — an increase of 15.9% and 2.1% respectively over 1955. Value of new residential construction amounted to \$16,594,622 or 25.1% of the total building authorized and provided for 1,248 dwelling units; new non-residential amounted to \$29,847,888 or 45.2% of the total authorized and gained 17.9%; additions, alterations and repairs amounted to \$19,622,960 or 29.7% of the total and were up 11.6%.

Larger private construction projects (\$100,000 or over) totaled \$21,895,500 and benefited many segments of the economy. Office building accounted for \$5,470,000; stores for \$1,449,000; industrial and warehouses, \$3,141,000; hospitals, \$1,477,000; lodge headquarters, \$4,600,000; labor headquarters, \$825,000; churches, \$1,719,000; motels, \$1,331,500; apartments, \$997,000; garages, \$660,000; and private schools, \$226,000.

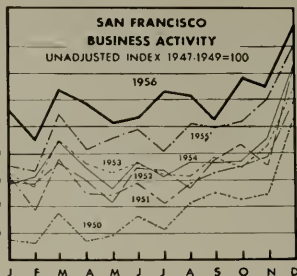
Public building projects undertaken by the City in the city during 1956 amounted to \$10,871,636, segregated as follows: schools, \$3,173,828; exhibit hall, \$3,711,315; parks and recreational facilities, \$845,178; hospital improvement, \$656,000; fire houses, \$646,663; water storage, \$64,652; public welfare, \$1,474,000. The extensive freeway projects under construction in the city by the State amounted to several million dollars.

REAL ESTATE

Transactions in the real estate field slowed down some in 1956 compared to the previous year. Deeds recorded in San Francisco total 18,017, a drop of 4.3%. Mortgages and deeds of trust totaled 16,726 and amounted to \$191,604,777, a drop of 6.6% in number and 12.8% in amount.

FINANCE

Financial transactions in San Francisco during 1956 represented by bank debits to demand deposits established a new all time annual total of \$47,355,292,000, an increase of \$5,018,000,000 or 11.9% over the preceding year. San Francisco's transactions accounted for 22.3% of the entire 12th district total. The seven cities in the San Francisco bay region



transactions accounted for 33.69% of the District's total and amounted to \$71,541,359,000, an increase of \$8,271,818,000 or 13% over the preceding year. The San Francisco insurance industry during 1956 continued to grow with new homes being constructed by several insurance groups, thus strengthening San Francisco's position as the Insurance Center of the West. There are 675 insurance firms in San Francisco, employing upward of 22,000 persons with an insured payroll of \$90,000,000. The San Francisco Stock Exchange transactions during 1956 amounted to 20,462,606 shares with a market value of \$385,385,673, and reached the highest level since 1930.

TRADE

The 1956 San Francisco retail department and drygoods store sales set new records approximating \$174,000,000 or 3% above the preceding year. The Federal Reserve Bank reported San Francisco department store sales were up 3% and apparel store sales, 3%, leading the 12th District year to year sales gains which amounted to 2% and 1% respectively.

1956 San Francisco wholesale sales were estimated at \$5,300,000,000, an increase of 8.0% over the preceding year. Pacific Coast merchant wholesalers' sales during the first eleven months of 1956 were up 8% and corresponded identically with the nation's trend. Pacific Coast automotive equipment sales increased 7%; electrical apparatus, 15%; electrical appliances, 5%; furniture, 8%; hardware, 5%; plumbing, 2%; industrial machinery, 8%; general line groceries, 16%; drugs, 15%; and drygoods, 4%.

TRANSPORTATION

The 1956 San Francisco International Airport traffic continued to grow setting several new highs: passengers on and off totaled 3,016,045, up 16.2%; air express, 9,733,625 pounds, up 18.6%; air freight, 73,210,023 pounds, up 22.5%; air mail 35,091,972 pounds, down 0.1%; planes in and out, 129,149, were fewer by 4.9% but carried bigger loads. Port of San Francisco foreign revenue tonnage increased 1% and accounted for 53% of the Port's total tonnage. Total Port shipping was down 4.1% to 5,569,643 revenue tons as inland waterway shipments dropped a quarter of a million tons. During 1956, 4,613 cargo vessels arrived in the San Francisco Bay

compared to 4,638 in 1955. Freight car movements in San Francisco totaled 167,599 and were off 2.9%, but truck movements in San Francisco were up 3.2%.

Bridge traffic set new records. Bay Bridge vehicle crossings exceeded previous highs by 3.9% and totaled 33,581,157, and Golden Gate Bridge crossings rose 10.3% to 15,403,850. Out-of-state autos entering through Northern California gateways set new records with 909,301 cars and 2,409,589 passengers, an increase of 8.8% and 7.7% respectively. Prospective visitors and newcomers' written inquiries to the Chamber during 1956 topped all records with a gain of 31.3%.

UTILITIES

Increases in the number of consumers in the utilities field and increased sales served as evidence of continued growth during 1956. Water consumers net gain in San Francisco for the year amounted to 1,002; gas consumers, 1,294; electrical consumers, 1,642; and sales of electrical energy, except street lights and railways, in San Francisco increased 5.1%; and industrial and commercial water use increased 0.4%.

EMPLOYMENT

Employment in San Francisco and the six county metropolitan area in 1956 established new all time highs. Preliminary estimates for the six county total employment in December established a new all time monthly high of 1,110,300 persons and was 3.1% above December of last year. The 1956 monthly average of 1,077,300 persons topped a year ago by 34,400 persons or 3.3%. Nine of the ten industry groups reported showed year to year increases: the service industry group led with an average of 231,100 employed, an increase of 4.5%; manufacturing ranked second, averaging 218,100 employed, up 2.9%; retail trade, third, averaged 171,200, up 1.7%; transportation, communications and utilities, fourth, averaged 118,500, up 3.5%; government, fifth, averaged 91,600, up 1.4%; wholesale trade, sixth, averaged 77,600, up 5.3%; contract construction, seventh, averaged 77,000, up 6.1% and recorded the largest year to year gain among the industry groups; finance, insurance, and real estate ranked eighth, averaged 67,000, up 3.7%; and agriculture, ninth, averaged 19,600, off 3.9%.

POPULATION AND CONSUMER PRICES

San Francisco's population on January 1, 1957 was estimated by the Chamber of Commerce to be 810,000, and it was anticipated that by the end of the year, it may rise to 814,000. Consumer prices in San Francisco rose abruptly during the final quarter of 1956. The December index for All Items at 121.6 represented an increase of 2.2% over September and 4.5% over last December. Based on yearly averages, All Items were up 2.8%; food, 1.5%; apparel, 2.0%; housing, 4.2%; rents, 2.3%; transportation, 2.0%; medical, 5.9%; and personal care, 5.4%. In 1956, average weekly earnings in the manufacturing industry of production workers in the metropolitan area were up 5.6%.

1956 ACTIVITIES

Recorded on these pages are condensed highlights of our Chamber's accomplishments during the year 1956. Far from all-inclusive, they should be looked



BY DEPARTMENTS

on as being representative of the wide range of activities engaged in on behalf of you, your business, and the community.

AGRICULTURAL

reflecting San Francisco's interest in the advancement of agriculture and the strengthening of urban-rural relations, this department and its several committees—

Campaigned for the new wholesale Produce Terminal, striving to bring divergent views into focus for the attainment of a modern, clean and efficient wholesale market to create new agricultural recognition of San Francisco

Made exhaustive study of California's flood control and water conservation problems, meeting with Col. William F. Cassidy of the U. S. Corps of Engineers; Grover Shannon, vice president of the Irrigation Districts Association of California; Robert C. Kirkwood, Controller of the State of California, and others, on the vital problem; analyzed Areas of Origin" proposal of State Chamber containing valuable suggestions to guide the State Legislature in dealing with the State water problem

Promoted the Grand National Livestock Exposition and Junior Livestock Exposition at the Cow Palace and named John Guthrie of Porterville as "Livestock Man of the Year"

Arranged a major Farm-City Week Luncheon featuring a panel led by Mayor George Christopher on "What Agriculture Means to San Francisco"

Promoted Range Remediation through Chamber-produced "Hills of Grass" film

Assisted in State-wide forest fire prevention program by distributing mailing pieces, placards, radio and television announcements

Sponsored the Northern California Agriculture-Business Conference, drawing 100 top business and farm leaders to discuss mutual problems and decide on areas of cooperation

Executed program of encouragement to Farm out through Northern California.

DOMESTIC TRADE

In its continuing goal of developing San Francisco as the market center of the West and encouraging the sale and distribution of San Francisco-made products, this Department and its Committees—

- Made trade-promotion trips to Vallejo, San Joaquin Valley, Stockton, San Jose, Santa Cruz, San Rafael, Petaluma, Santa Rosa, Gilroy, Watsonville and Monterey
- Hosted 122 business and civic leaders of the San Joaquin Valley at "Valley Days in San Francisco"
- Established a special Committee for the promotion of Small Business in San Francisco
- Stimulated San Francisco trade with Alaska through a special luncheon attended by 400, followed by specialized promotion
- Cemented relationships with nearby areas through activities of the "Great Golden Fleet"
- Developed an "Award of Progress" Certificate and program of public recognition of new business advances in San Francisco
- Organized and launched an Operation Home Improvement activity to enhance community

• Launched a Visitor Promotion study group with the objective of developing a program to prolong visitors' stays in San Francisco

• Aided the California Industrial Purchasing Guide to establish a Northern California headquarters in San Francisco — an immediate boon to business in making products and services of San Francisco more widely known

• Produced and distributed 25,000 trade promotion pamphlets and trade show schedules throughout the Western States

• Published monthly Business Opportunities and availability of new products and services.

1956 OFFICERS AND DIRECTORS

PRESIDENT: E. W. Littlefield, Executive Vice President, Utah Construction Co.
FIRST VICE PRESIDENT: Laurence H. Odell, Vice President & Director, W. R. Grace & Company
SECOND VICE PRESIDENT: E. D. Maloney, Vice President & General Manager, The Pacific Telephone & Telegraph Co.
THIRD VICE PRESIDENT: Alan K. Browne, Vice President, Bank of America N.T.&S.A.
FOURTH VICE PRESIDENT: G. L. Fox, General Manager, San Francisco Chamber of Commerce
TREASURER: George J. Greenwood, Vice President, The Bank of California, N.A.
ASSISTANT TREASURER: Arthur V. Toupin, Assistant Trust Officer, Bank of America N.T.&S.A.
SECRETARY: Miss Marie A. Hogan

DIRECTORS

James H. Barry, The James H. Barry Co.
Joseph M. Bransten, M.J.B. Company
Robert M. Brown, McCutchen, Thomas, Matthew, Griffiths & Greene
Roy P. Cole, Cole & DeGraf
Ransom M. Cook, American Trust Co.
W. W. Davison, Standard Oil Company of California
O. R. Doerr, Pacific Gas & Electric Co.
James B. Du Prau, Columbia-Geneva Steel Division, U. S. Steel Corp.
Selwyn Eddy, Shell Oil Company
James E. Holtzner, Pabco Products
Jack H. How, Western Machinery Company
W. F. Kaplan, The Emporium-Capwell Co.
Graham Kinslbury, Graham Kinslbury Public Relations

Roger D. Lapham, Jr., Alexander & Company of California
Dan E. London, St. Francis Hotel
Daniel J. McGanney, Southern Pacific Company
Rene A. May, Getz Bros. & Co.
Walter J. Mayham, Westinghouse Electric Corp.
J. G. Motheral, Batten, Barton, Durstine & Osborn, Inc.
Harry C. Munson, The Western Pacific Railroad Company
S. R. Newman, United Air Lines
Louis W. Nizeman, Fireman's Fund Insurance Co.
Emmett G. Solomon, Provident Securities Co.
Ray B. Wiser, Walking Mining Co.
John I. Witter, Desu Witter & Co.

CIVIC DEVELOPMENT

Seeking always to enhance the civic position of San Francisco, this arm of the Chamber—

Promoted the Hall of Justice, Airport and School Bond issues on the ballot, all of which were passed by the electorate
Encouraged redevelopment of Diamond Heights and Western Addition

Aided in selection of San Francisco as site for new \$42 million Federal Office Building

Approved and encouraged enlargement of Small Boat Harbor facilities

Campaigned for second City fireboat
Instigated Chamber Board approval of Optimum Plan for Bay Area Rapid Transit

Executed comprehensive analysis and report of Municipal Railway operation and presented to Public Utilities Commission

- Urged extension of Shuttle Bus operation in downtown district
- Studied and recommended action on downtown parking, parking meter removal, off-street parking, and traffic inventory
- Studied and recommended proposed routing of Southern Freeway; made comprehensive recommendations for other 1957-58 Freeway development
- Distributed approximately 15,000 copies of "Driving Tips" pamphlet
- Proposed and actively supported Ferry Building Park
- Actively supported Civic Center Exhibit Hall project
- Formed "Keep Business in San Francisco" committee with representatives of business, industry and manufacturing, to seek new locations for local businesses and to invite new businesses here by offering choice locations.

INDUSTRIAL

Advancing San Francisco and the Bay Region as the best location for many types of industrial activity, this Department and its Committees—

- Executed a total of 800 personal interviews, 4,000 telephone conversations, 800 pieces of correspondence and 150 meetings dealing directly with industrial development of the area
- Actively aided the San Francisco Tidelands Reclamation program
- Urged new approach to South-of-Market Redevelopment
- Held successful Industrial Development Conference and panel discussion in connection with Chamber's "Valley Days" program
- Sparked action in Water Resources Development; advised Water Sub-committee on hearings on the California Water Plan
- Completed compilation of questionnaire answers relating to Engineer and Architect information
- Spearheaded community opinion on rules and regulations relating to city's electrical and building codes
- Initiated Product Potential Survey involving mailing of 14,000 letters and questionnaires to Bay Region manufacturers, aimed at making region more self-sufficient in production of industrial needs
- Sponsored Chemical-Mining Industry Conference, with 250 in attendance, aimed at expanding two great California industries
- Formulated recommendation that State Lands Commission expedite a program for off-shore oil production under terms of existing State legislation
- Opposed in principle the use of public funds for subsidies to private industry as a means of influencing locations of industrial plants
- Coordinated efforts of various city groups to attain a new, modern building code.
- Urged that recommendations by Western Governors be considered as a basis for a National Minerals Policy
- Actively aided the San Francisco Tidelands Reclamation program; cooperated with the Hunters Point Board of Trustees in canvassing owners in order to raise \$35,000 in loans for preliminary organization and planning
- Held meetings with commercial fishermen to determine feasibility of commercial fish pier in San Francisco
- Furnished information to the Bureau of Yards and Docks on selection of local site or sites for ammunition loading facilities.

PUBLIC AFFAIRS

In its field of law and governmental regulation and administration, constantly studied from the standpoints of public interest and welfare, this Department with its Committees—

- Fully reviewed the fiscal problems of the City and County and recommended to the Board of Supervisors that it act immediately to amend the purchase and use tax ordinance by increasing the rate from $\frac{1}{2}\%$ to 1% . The Supervisors complied, thus eliminating an increase of nearly 70c in ad valorem tax rate that would otherwise have been deemed necessary
- Studied and shaped recommendations on State and Municipal ballot measures for both the June and November ballots
- Prepared and distributed 15,000 copies of "Know Your Elected Representatives" folder
- Studied pros and cons of the proposed Fair Employment Practices legislation, formulating principle of supporting fair employment practices through education
- Analyzed the question of Federal aid to education
- Successfully supported before the Board of Supervisors ordinances to eliminate "double taxation" in the sales and use tax field
- Studied and recommended Chamber policy on the California State Budget and on Federal budget issues including methods of possible tax reduction
- Supported Mayor Christopher in his efforts to hold the municipal budget to essential items; opposed the inauguration of any new taxes in 1956
- Worked with the Public Utilities Commission toward solution of problems affecting San Francisco International Airport

- Sought to interest Bay Area firms in securing aviation subcontracts; initiated studies as basis for effort to attract aviation industries

- Fostered development of helicopter service in the Bay Area

- Effected the printing and world-wide distribution of 25,000 copies of a four-color brochure promoting the Airport

- Appointed a Subcommittee to foster private and corporation flying in San Francisco

- Supported activities and programs of the various Armed Forces through Committee activity and special events

- Sponsored highly successful "Business-Education Day" and "Education-Business" Day.

1956 COMMITTEE AND SECTION CHAIRMEN

Agricultural...	Ray B. Wiser
Appeals (World Trade)	Harry L. Evans
Arbitration (World Trade)	C. H. Kroll
Arts & Music	W. G. Merchaut
Business-Education Day	Harry J. Williams
Livestock Exposition	Henry Schacht
Civic Development	Alan K. Browne
Capital Improvement & Land Use	Raymond B. Smith
Fire Safety	John J. Conlon
Mass Transit	Alan K. Browne
Parking	J. E. Jellie
Street, Highway & Bridge	Leonard S. Mosias
Traffic Safety & Control	Torres Weir
Domestic Trade	Selwyn Eddy
Alaskan Affairs	Harry R. Smith
Great Golden Fleet	Dan E. London
Hawaiian Affairs	Alan H. Johnston
Inter-City	Larry Greer
Small Business	Roy P. Cole
Executive	E. W. Littlefield
Finance	George J. Greenwood

Industrial Advisory	James B. Du Prau
Industrial Development	O. R. Doerr
Tidelands	John Gould
Manufacturer	James H. Barry, II
Chemical Industries	Leland A. Duan
Membership	E. D. Maloney
Mining Committee	Jack H. How
Public Affairs	Robert M. Brown
Armed Forces	J. C. Mothral
Aviation	S. R. Newman
Legislative & National Affairs	Viccent Cullinan
Redevelopment Coordinating	Randall Larson
Tax	F. B. Magruder
Publicity	Joseph M. Bransten
School of World Business & Technical Advisory	Olaf C. Hansen
Shipbuilding	T. Douglas MacMullen
Technical Projects	B. C. Allin
Building Code	Henry J. Deegenkolb
Transportation	Daniel J. McGanbey
World Trade Week, 1956	Tom B. Coughran

MEMBERSHIP

Maintaining community realization and support of Chamber activity for the purpose of continually enlarging the organization's scope of service, this Department—

- Inducted 245 new members into the organization
- Maintained continued liaison with the membership through activities of the Second Century Club
- Welcomed new members into the Chamber by means of special

luncheon meetings at which the Chamber President and General Manager outlined Chamber aims and activities

- Initiated the "Fair Share Support Plan" aimed at bulwarking organizational activity for an ever-broadening program of action
- Rendered continuing special services to members.

PUBLICITY

Fulfilling its functions of publicizing the City and County of San Francisco and its economic and cultural development for the ultimate benefit of local business, this Department—

- Prepared approximately 300 news releases describing local business and industrial development and Chamber activities, distributing them to northern California media
- Provided more than 1,000 San Francisco photographs for hundreds of newspapers, magazines, organizations and individuals all over the world
- Loaned kodachrome negatives and slides depicting San Francisco to scores of persons and organizations
- Handled press relations for approximately 35 special events drawing public attention to local institutions and activities
- Provided specialized information and literature on San Francisco to hundreds of persons, media and organizations
- Prepared and edited the fortnightly publication, "Bay Region Business"
- Produced new literature publicizing San Francisco
- Conceived and initiated production of beautiful new San Francisco poster which will be distributed throughout the world
- Prepared and supplied many special articles on San Francisco as requested by newspapers and magazines in many parts of the world
- Spearheaded production of half-hour color and sound motion picture of San Francisco's tourist attractions for use by television and for continuous future use by the Chamber on appropriate occasions
- Furnished slides to television stations depicting local scenes for use by network stations during Republican Convention
- Effected area-wide appreciation of San Francisco economic advances through distribution to newspapers of "Chambergraphs" pointing up progress in particular fields
- Extended full cooperation and provided materials for about a dozen major national television shows interested in San Francisco programs in connection with the anniversary of the fire and earthquake and the Republication National Convention; initiated other program ideas with "Wide Wide World" and others
- Conducted a speaker's information center, helping 150 San Francisco organizations obtain speakers from the Chamber and from other agencies
- Produced and distributed a series of public service forest fire announcements for 98 northern California radio and television stations in cooperation with the Chamber's "Keep Green" Committee
- Expanded loan photo file to include examples of Bay Region industry and architecture available for distribution to magazines and newspapers throughout the world.

RESEARCH

Working to recognize and report significant economic trends as well as to provide a major centralized facility for basic information on San Francisco, this Department—

- Provided business reference library and directory service, including: records of more than 1,000 organizations in the area, latest telephone directories for more than 166 cities and counties all over the nation, and 275 city directories in 43 states and territories
- Prepared more than 75 pieces of literature covering agricultural, business, civic improvement, foreign relations, governmental, industrial, military, professional, religious and other fields
- Produced twelve monthly surveys of business conditions in San Francisco and the Bay Area, making them available for public use
- Published a 36-page bulletin, "San Francisco and the Bay Area—An Economic Survey and Yearly Review"
- Made numerous special studies in such fields as retail taxable sales trends, dwelling units in the Bay Region, semi-annual tax calendar, industrial relations, employment trends, growth of large corporations, trend of financial resources of San Francisco, land values and mortgage trends, and wholesale trade
- Developed and supervised publication of the Chamber of Commerce man folder of the San Francisco Bay Region. This provides an up-to-date map of the City showing new freeways, "off" and "on" ramps, new subdivisions, changes along the waterfront, all major changes in zoning of commercial, industrial and heavy industry areas as of the end of 1955, and a new map of the Business District, with the one-way street pattern for all major streets
- Answered 81,485 counter, telephone and written requests relating to San Francisco: 13,161 from visitors, 4,074 from newcomers and the balance from educational institutions, school students and others
- Developed special historical information on the 1906 fire and earthquake in connection with the 50-year anniversary
- Carried out key functions related to San Francisco census tracts
- Maintained cooperative office of the United States Department of Commerce
- Prepared for new editions of "Facts for Newcomers" and "Facts for School Children."
- Developed and edited special literature for the visitor and newcomer
- Provided an article on San Francisco's economic growth for inclusion in the San Francisco City Directory
- Prepared material on San Francisco's progress and financial status, including a list of important events for 1956, for the Encyclopedia Britannica 1957 Book of the Year. Cooperated with author in the preparation of an article on the City for the junior edition of the Encyclopedia, used primarily for school children
- Cooperated with the State Department of Employment in developing a special "fact sheet on San Francisco."

RETAIL MERCHANTS ASSOCIATION

Constantly striving to promote and protect San Francisco's retail industry, this arm of the Chamber—

- Sponsored Retail Sales Clinic in cooperation with the Department of Distributive Education and Retail Dry Goods Association, attended by hundreds of retail sales persons
- Prepared and distributed to retailers bulletins on 55 separate subjects during the year
- Reaffirmed approval of the Uniform Sales Tax Bill in principle and asked the cooperation of the legislators in the event that the matter should be brought before the 1956 Legislature
- Continued opposition to inclusion of the re-

GRAIN INSPECTION DEPARTMENT

In offices in the Merchants Exchange Building, the Chamber operates a Grain Inspection Department under the management of James J. Sullivan, serving the interests of San Francisco region grain merchants, bean and rice dealers, importers and exporters.

During 1956, the Department issued 3,251 Grain Certificates and 4,127 Rice Certificates.

tail industry in the Fair Labor Standards Act

- Gave active support to the Union Square Fashion Show, a display of fall wearing apparel manufactured in San Francisco
- Actively supported ballot proposals for the Hall of Justice bonds, Airport bonds and School bonds
- Studied the issue of Fair Employment Practices and agreed to cooperate on voluntary Fair Employment but to oppose compulsory legislation.

TRANSPORTATION

Assuring San Francisco of adequate rail, water, highway and air transportation at just and reasonable rates and fares, this Department—

- Filed 25-page brief with Civil Aeronautics Board indicating importance to San Francisco export commerce, for competitive reasons, of direct one-carrier service by American flag air lines between west coast and Europe over the Great Circle or Transpolar routes
- Filed comprehensive 21-page brief with the C.A.B. arguing in favor of the shortest and fastest routes for Pan American World Airways in its service between San Francisco and Tokyo
- Participated in oral argument vigorously opposing abandonment of S. F. Oakland Bay Bridge rail service
- Directly participated in the Dallas-to-the-West Service Case, supporting the principle of improvement of service between San Francisco and Dallas
- Supported Draymen's Association in Public Utilities Commission petition to reduce the classification of certain commodities, to adjust a disparity in ratings
- Urged extension of local feeder service applied for in the Pacific Northwest Local Service Case by certain airlines
- Prepared eight special rate studies in answer to industrial requests, and nine warehouse and related transportation reports for eastern firms and others interested in the Bay Area as a distribution center
- Participated in 16 hearings before the State P.U.C. involving rates, rules and regulations; protected San Francisco's interests as they appeared
- Successfully worked with others in securing seven transcontinental export and import rate adjustments to help the flow of commodity traffic through the Port of San Francisco; supported thirteen rate proposals to aid inducement of import-export traffic to move via this Port
- Spent much time reviewing rate dockets and new tariff matters for changes in rates and regulations of railroads, truck lines, water lines and air carriers—determining whether changes were advantageous or detrimental to San Francisco.
- Formulated International Air Policy encouraging establishment of new air carrier services to and from San Francisco
- Made personal calls on executives of British Overseas Airways Corp., Sabena Belgian World Airlines, Royal Dutch Airlines, Air France, Deutsche Lufthansa and Scandinavian Air Lines, to urge establishment of termini at San Francisco.
- Supported Pan Atlantic Steamship Corp. application for authority to take over intercoastal services formerly operated by Waterman Steamship Corp.

WORLD TRADE

Promoting expansion of two-way commerce for the Port of San Francisco and enhancing San Francisco's reputation abroad as a vital center of international trade, this Department and its San Francisco Area World Trade Association—

- Rendered 35,000 direct commercial services to members, international traders and firms overseas—all in direct promotion of increased two-way world trade through the Port of San Francisco
- Continued encouraging business through Foreign Trade Zone No. 3 and worked diligently to promote full maintenance of facilities
- Furnished hundreds of businessmen from other countries, and American as well as overseas governments and chambers of commerce, with detailed information regarding the present commercial, industrial, world trade, air and marine port facilities of the San Francisco area
- Launched a plan of action designed to bring more government and private trade promotion organizations to San Francisco
- Extended assistance to the National Foreign Trade Council and the Import Development Committee in pressing for measures to improve international facilities for world trade development
- Took steps to have the "Buy American" Act removed from the statute books of California, believing it to be a roadblock to two-way world trade and directly in opposition to President Eisenhower's economic foreign policy
- Studied status of World Trade Center and set up a new Committee to aid in promotion of this important facility
- Cooperated with other local organizations in presenting a display of San Francisco area world trade facilities at the National Foreign Trade Convention in New York
- Prepared and distributed to American chambers of commerce in foreign countries sets of articles and photographs on San Francisco for use in foreign publications
- Provided letters of introduction and special arrangements for many San Francisco area businessmen travelling abroad in order that they might be assisted in developing new trade contacts and in promoting the facilities of San Francisco
- Prepared special kits of pamphlets and folders for International Trade Fairs in which the United States is participating
- Sponsored World Trade Week locally as a part of the Golden Gate Trade and Maritime Festival to draw public attention to the value of world commerce through the Port of San Francisco
- Sponsored the International Trade and Travel Exhibition at the World Trade Center during World Trade Week, exhibiting products and services available through local shipping
- Hosted 16 teams and more than 300 key overseas businessmen, journalists and professional leaders visiting San Francisco during the year.

1956 DEPARTMENT MANAGERS & ASSISTANTS

ADMINISTRATIVE.....	C. L. Fox, General Manager (Joseph M. Mixer, Assistant General Manager, resigned)
AGRICULTURAL.....	Randle P. Shields, Manager
CIVIC DEVELOPMENT.....	Harold V. Starr, Manager
DOMESTIC TRADE.....	Sidney H. Keil, Manager
GRAIN INSPECTION.....	James J. Sullivan, Chief Inspector
INDUSTRIAL.....	L. M. Holland, Manager Charles A. Anderson, Assistant
MEMBERSHIP.....	Alan J. Uren, Manager succeeding John J. Landis
PUBLIC AFFAIRS.....	Randle P. Shields, Manager
PUBLICITY.....	Walter J. Brown, Manager James D. Warnock, Assistant
RESEARCH.....	Ralph B. Koehler, Manager
RETAIL MERCHANTS ASSOCIATION.....	H. V. Starr, Managing Director
TRANSPORTATION.....	Charles C. Miller, Manager James M. Cooper, Assistant
WORLD TRADE.....	James P. Wilson, Manager succeeding Alvin C. Eichholz Richard J. Ahlert, Assistant, succeeding Laurence C. Bergquist

1956 FINANCIAL SUMMARY

Here is a summary of the financial operations of the San Francisco Chamber of Commerce during 1956:

<i>Income</i>	
Dues	\$309,793.85
Subscriptions, fees, miscellaneous	29,008.78
Total Income	\$338,802.63
<i>Expenses</i>	
Total	\$382,473.99
Less reimbursements by City and County of San Francisco for Publicity and Advertising	45,000.00
Net Expenses	337,473.99
Balance for Reserves	\$ 1,328.64

Survey of Business in San Francisco for the Year 1956

BRANCH OF ACTIVITY		DEC. 1956	DEC. 1955	% CHG.	12 MOS. 1956	12 MOS. 1955	% CHG.	
*GENERAL BUSINESS ACTIVITY (1)								
San Francisco Chamber of Commerce Index		176.4	169.5	4.1	150.5	139.5	8.0	
CONSTRUCTION PERMITS (2)								
Total		Number	749	601	24.6	10,611	9,176	15.9
Residential, new		Value \$	4,204,228	3,877,046	8.4	66,065,470	64,680,018	2.1
		Number	36	80	55.0	926	1,242	-25.4
Value \$		599,515	1,721,600	65.2	16,594,622	21,707,366	-23.6	
Dwelling units		Number	48	117	-67.3	1,248	1,955	-36.2
Single-family units, new		Number	31	63	59.8	625	1,059	-21.4
Two-family units, new		Number	16	75	-75.0	76	138	-44.9
Multi-family units, new		Number	13	68	80.9	347	767	-54.6
Non-residential, new		Value \$	2,013,267	610,313	229.9	29,847,888	25,318,381	17.9
Addns., alterations & repairs		Number	703	511	37.6	9,557	7,756	23.5
Value \$		1,591,446	1,545,133	3.0	19,622,960	17,579,271	11.6	
New County dwelling units authorized		Number	1,615(p)	1,787	9.6	31,923	44,425	-28.2
REAL ESTATE (3)								
Deeds recorded		Number	1,359	1,399	2.9	18,017	18,825	-4.3
Mortgages and deeds of trust		Number	1,063	1,262	-15.8	16,726	17,899	-6.6
Amount \$		12,915,236	16,494,062	-21.5	191,604,777	219,757,764	-12.8	
*RETAIL DEPARTMENT STORE SALES (4)								
San Francisco (unadjusted)		Index	224	217	3.2	12	123	2.4
FINANCE								
Bank Deposits (4)		\$000	4,131,403	3,924,417	5.3	47,355,292	42,337,005	11.9
Bank Clearings (5)		\$000	2,950,466	2,813,712	4.9	33,794,915	31,492,157	7.3
Postal Receipts (6)		\$000	3,637,900	3,489,169	4.4	32,611,482	32,486,445	0.4
S. F. Stock Exch. (7)		Shares Traded (number)	1,211,956	2,589,264	53.2	20,462,606	21,429,520	-4.5
		Market Value \$	27,193,781	26,116,256	4.1	385,365,673	376,373,242	2.7
COMMERCIAL FAILURES (8)								
Liabilities		Number	12	26	53.8	170	169	6.6
Assets		\$	252,743	1,212,371	-79.2	4,445,880	6,267,790	-28.4
		\$	72,400	839,558	-91.4	2,146,781	3,189,732	-32.9
INDUSTRY TREND—6 Counties Employment (9)								
Mfg.-Ave. Weekly Earnings		Dollars	1,110,300(p)	1,077,190(r)	3.1	1,077,300(p)	1,042,900(r)	3.3
Employment		93,611(a)	87,111(a)	7.5	91,651(b)	86,771(b)	5.6	
Construction, Contract		Employment	217,300(p)	211,300(r)	2.8	218,100(p)	212,600(r)	2.9
Finance, Insurance, Real Estate		Employment	77,000(p)	74,000(r)	4.5	77,000(p)	72,600(r)	6.1
Retail Trade		Employment	681,000(p)	655,000(r)	3.3	67,000(p)	61,600(r)	9.7
Wholesale Trade		Employment	189,200(p)	181,000(r)	0.2	174,200(p)	171,300(r)	1.7
Service		Employment	78,000(p)	75,100(r)	4.8	77,600(p)	73,700(r)	5.3
Transp., Comm., Utilities		Employment	231,000(p)	225,200(r)	2.6	231,100(p)	221,200(r)	4.5
Agriculture		Employment	120,000(p)	116,000(r)	3.6	118,500(p)	114,500(r)	3.5
Govt., Federal, State, Local		Employment	18,000(p)	18,900(r)	1.6	19,600(p)	20,400(r)	-3.9
Other		Employment	100,300(p)	99,000(r)	1.3	91,600(p)	90,300(r)	1.4
		Employment	3,000(p)	2,000(r)	7.1	2,600(p)	2,300(r)	13.0
TRANSPORTATION								
Frt. Car Movements (10)		Number	12,932	12,949	0.1	167,599	172,661	-2.9
S. F. Airport Traffic (11)		Number	11,011	10,857	1.4	129,149	135,568	-4.9
Planes In and Out		Number	217,726	203,218	16.7	3,016,045	2,595,861	16.2
Passengers Off and On		Number	257,756	263,718	-2.8	3,991,972	3,510,196	-16.1
Air Express Loaded, Unloaded		Lbs.	909,646	851,129	16.3	9,733,625	9,219,332	5.6
Air Freight Loaded, Unloaded		Lbs.	6,127,763	5,724,949	10.1	73,310,623	59,765,608	22.5
Express Shipments (12) Rail		Number	112,626	124,549	-10.1	1,037,165	1,073,559	-3.4
Truck Movements S. F. Area (1)		Index	149.1	144.4	0.5	158.4	153.9	3.2
Out-of-State Passenger Cars Entering No. Cal. (21)		Cars	56,445	45,789	23.3	995,201	835,600	9.8
		Passengers	133,259	120,220	27.4	2,409,589	2,236,169	7.7
PORT OF SAN FRANCISCO (13)								
Total		Revenue Tons	506,242	533,213	-6.2	5,569,643	5,807,673	-4.1
Coastwise		Revenue Tons	14,467	15,383	-6.0	154,108	162,237	-5.0
Inland Waterway		Revenue Tons	214,814	202,545	6.1	2,033,388	2,287,195	-12.0
Intercoastal		Revenue Tons	26,992	33,313	-13.5	415,364	427,949	-1.9
Foreign		Revenue Tons	241,969	281,772	-14.1	2,967,843	2,938,195	1.0
CARGO VESSELS (S. F. Bay) (14)								
Arrivals		Number	379	382	0.8	4,613	4,636	-0.5
Registered Tonnage		Number	1,836,812	1,801,428	2.0	21,717,290	21,563,310	0.7
UTILITIES								
Ind., Comm. Gas Sales (15)		Cu. Ft.	1,419,266,700	1,572,642,200	-9.8	16,236,192,200	16,985,515,000	-4.4
*Elec. Energy Sales, K.W. Hrs. (15)		Index	156	152	2.6	112	126	-5.1
Water Consumption, Ret. (16)		Cu. Ft.	115,112,000	113,426,000	1.5	1,391,788,000	1,392,432,000	-0.0
Commercial and Industrial		Cu. Ft.	154,886,000	156,098,000	-0.8	1,931,770,000	1,923,810,000	0.4
NEW DEVELOPMENTS								
Visitor and Newcomer Inquiries (11)		No.	659	487	35.3	17,238	13,125	31.3
Bay Bridge Veh. Crossings (17)		No.	2,789,061	2,679,939	4.1	33,581,157	32,382,837	3.9
Golden Gate Bridge Crossings (18)		No.	1,226,867	1,007,133	12.3	15,403,850	13,962,539	10.3
FRUITS AND VEGETABLES (19)								
		Cars	1,408	1,401	0.1	20,062	20,116	-0.3
LIVESTOCK SLAUGHTER (19) No.								
Total		114,000(a)	127,000(a)	-10.2	1,418,000(b)	1,442,000(b)	-1.7	
Cattle		No.	25,000(a)	30,000(a)	-16.7	290,000(b)	295,000(b)	-1.4
Calves		No.	10,000(a)	8,000(a)	25.0	121,000(b)	86,000(b)	40.0
Sheep, Lambs		No.	48,000(a)	57,000(a)	-15.8	654,000(b)	713,000(b)	-8.3
Hogs		No.	31,000(a)	32,000(a)	3.1	344,000(b)	348,000(b)	-1.1
S. F. CONSUMER PRICE INDEX (20)								
Food		Index	116.3	112.1	3.7	116.6(c)	112.9(c)	1.5
Apparel		Index	106.9	104.1	2.4	105.9(c)	103.8(c)	2.1
Housing		Index	124.1	117.3	5.8	124.4(c)	116.5(c)	4.2
Rent		Index	137.2	135.7	2.6	136.0(c)	132.9(c)	2.3
Transportation		Index	140.7	140.7	0.0	142.7(c)	139.5(c)	2.0
Medical		Index	135.9	125.4	8.1	132.0(c)	124.6(c)	5.9
Personal Care		Index	117.9	110.7	6.5	116.8(c)	110.8(c)	5.4
Other Goods & Services		Index	117.9	117.4	2.1	116.2(c)	116.2(c)	0.0
All Items		Index	121.6	115.9	4.9	118.3(c)	115.6(c)	2.8

Index Base (1947-49 Average—100); (a) November; (b) 11 months; (c) March-June-September-December quarterly average; (r) Preliminary; (r) Revised.
 Acknowledgment of basic data sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Company; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Department of Employment, State of California; (10) Pacific Car Drummerage Bureau; (11) San Francisco Airport, City and County of San Francisco; (12) Railway Express Agency; (13) State Board of Harbor Commissioners; (14) Marine Exchange, Inc.; (15) Pacific Gas & Electric Co.; (16) Water Department, City and County of San Francisco; (17) Department of Public Works—State of California; (18) Golden Gate Bridge and Highway District; (19) California Crop and Livestock Reporting Service; (20) Bureau of Labor Statistics, U. S. Department of Labor; (21) Department of Agriculture, State of California.

HITTING THE HIGH SPOTS

With WALT BROWN

PAN AMERICAN SOCIETY. San Francisco Chapter, recently elected Harry A. March of Grace Line as 1957 President. Vice presidents are Fred R. Vandya, Pacific Vegetable Oil Corporation, and Walter Plunkett, General Steamship Co.; Treasurer, Elwood J. Schmitt, Crocker-Anglo National Bank; Secretary James P. Wilson, Manager of the Chamber's World Trade Department; and Corresponding Secretary and Historian, William Fisher. . . .

HAPPY 44551 Today is the first of a three-day celebration marking the beginning of the Year of the Roster on the Chinese lunar calendar, and San Francisco's Chinatown, largest in the world outside of Asia, will crown a queen tonight to reign over the New Year. A night parade with the magnificent black long Dragon and the new Lion in their premier performances is scheduled for tomorrow night.

THE PORT OF S.F. would up the first half of its current fiscal year Dec. 31 with a net operating profit of \$217,791, compared with a profit of \$9,499 for the same fiscal period a year earlier, according to Port Director Charles Tait.

ROBERT B. MURRAY, JR. takes over today as Executive Vice President, Pacific-Alaska Div. Pan American World Airways, succeeding Colonel Clarence M. Young. Young, having reached retirement age, relinquishes full-time executive duties after 23 years with Pan-Am but he has been elected Vice President and will continue with the airline on a half-time basis. Murray has been with Pan-Am since April, 1956, having previously been vice pres. and asst. to the pres. of the Baldwin-Lima Hamilton Corp. . . .

BECKMAN INSTRUMENTS, INC., investment in the SF Bay Area neared the \$10-million mark last month with the formal opening of its new Spincio Division building in Stanford Industrial Park. Approximately 900 employees are engaged in electronics production and research at Spincio, the Berkeley Div. at Richmond and at the Shockley Semi-conductor Laboratory at Mountain View contributing more than one-third of Beckman's \$30 million sales for the last fiscal yr. . . .

RICHARD O. CONLON & ASSOCIATES, international consultants in marketing and business development, have been retained by W. P. Fuller & Co. to survey present and potential markets and sales outlets for Fuller in Southeast Asia. . . .

JOHN M. REED, Special Projects Officer, The Asia Foundation, has been elected vice president of the California State Junior Chamber of Commerce, District 15, and will serve on the state executive committee for the 10,000-man organization. He is also vice president for state, national and international affairs of the San Francisco Junior Chamber. . . .

CALENDAR—CHAMBER EVENTS

February 1 INTER-CITY SECTION - Press and Union League Club, 12 noon.

Agenda: Future Trade Tours.

February 5 CARRIERS' COMMITTEE - 1st floor conf. room, Chamber, 2:15 p.m.

February 5 CONGRESSIONAL ISSUE CLINIC Claremont Hotel, day-long conference.

Agenda: Information on the Aircade.
(U. S. Chamber of Commerce Meeting.)

February 6 TIDELANDS RECLAMATION 1st floor conf. room, Chamber, 10:30-12 noon.

Agenda: Hunters Point Legislation.

February 8 SUB-COMMITTEE ON TRADE RELATIONS WITH FRANCE 1st floor conf. room, Chamber, 2:15 p.m.

February 8 HONORING FEATHER RIVER PROJECTS BOARD OF DIRECTORS - Sir Francis Drake Hotel, 12 noon.

February 12 COMMODITIES AND SERVICES COMMITTEE - 1st floor conf. room, Chamber, 2:15 p.m.

February 12 AGRICULTURAL COMMITTEE - Hunt Room, Fairmont Hotel, 12 noon.

Agenda: Shaping Recommendations on Water Policy of State of California.

February 13 POLICY COMMITTEE AND WORLD TRADE LUNCHEON - Panell's Restaurant, 12 noon.



SECOND CENTURY CLUB: Newly elected Officers of the voluntary organization dedicated to promoting membership in the San Francisco Chamber of Commerce are (seated, left to right) Tom J. Northern, Executive Co.—Vice President; Kenneth Palmer, General Fireproofing Co.—Vice President; and (standing) J. D. Giesler, General Fireproofing Co.—President. The Club name commemorates the second century of operation of the chamber, which observed its 100th anniversary in 1950.

Wood Named Asst. Manager of Chamber's Industrial Dep't

Harold T. Wood, former Manager of the Industrial Department, Stockton Chamber of Commerce, has been appointed Assistant Manager of the Chamber's Industrial Department to succeed Charles A. Anderson, who has resigned effective January 31, according to General Manager G. L. Fox.

Anderson will join Cooper-Challen Realty Co., Inc. of San Jose to manage sales and development of industrial properties.

"We regret losing Mr. Anderson," Fox stated, "but appreciate the opportunities that lie ahead for him in private business. He has done an outstanding job for the Chamber, and we wish him the very best of fortune with Cooper-Challen, a respected and progressive firm."

"On the other hand, we are delighted to have as competent a replacement as Mr. Wood, who is widely experienced in the field."

A resident of San Francisco for ten years, Wood has most recently been Manager of the Mission Street Merchants Association, and was formerly office manager for Marlo Packing Co. in San Francisco. He studied business administration at Columbia University in New York, where he grew up. He is married and the father of a daughter.

BAY REGION BUSINESS

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Feather River Project Men To Be Welcomed by Chamber

Assemblyman Caspar W. Weinberger will be the key speaker on water legislation at a February 8 luncheon welcoming directors of the Feather River Project Association to San Francisco, according to General Manager G. L. Fox.

The luncheon, to be held in the Empire Room of the Sir Francis Drake Hotel, will feature a program headed up by Grover Shannon, President of the Association, and Ray B. Wiser, Chamber Director and Agricultural Committee Chairman. Bay Area leaders concerned with the State water problem have been invited. Reservations can be made by calling the Chamber, EXbrook 2-4511, Ext. 86.

"Aircade" to Bring Leaders Of Business to Bay Region

Business leaders throughout the San Francisco Bay Region are planning to attend the Congressional Issues Clinic to be conducted by the Chamber of Commerce of the United States at the Claremont Hotel in Berkeley on February 5.

Arriving by "Aircade" to conduct the day-long session will be a group of national business leaders headed by John S. Coleman, President, and Arch N. Booth, Executive Vice President of the national Chamber.

Local and regional business leaders will also take part in the 9:00 a.m. to 4:00 p.m. clinic to discuss and analyze specific issues shaping up in Congress. These include taxes, finance, farm programs, labor-management relations, federal intervention in education, foreign aid, and Hoover Commission recommendations.

Reservations can be made by calling the Oakland Chamber of Commerce, GLencourt 1-7800.

Hunters Point Meeting Stated

City representatives, State legislators, and officials of the State Land Office will meet with Chamber representatives on February 6 at the Chamber to draft an amendment to the Hunters Point Reclamation Act, according to Harry Richardson of the Tidelands Subcommittee.

The amendment is needed to permit rearrangement of street patterns in the reclamation district and allow the ultimate transfer of street title from the State to the city.

When completed, the reclamation project will create an additional 500 acres of industrial land for San Francisco.



Richard Nelson Named General Chairman of 1957 World Trade Week

Richard Nelson, Vice President of the James E. Baker importing and exporting firm, has been named General Chairman of 1957 World Trade Week, to be held May 19-25.

George E. Talmage, Jr., President of the SFAWTA, made the appointment. Peter Mackey, Atkins Kroll & Co., is Vice Chairman. Tom B. Coughran, Vice President and Manager, International Banking department, Bank of America N.T. & S.A. (General Chairman in 1956), and W. P. Gribble, W. P. Fuller & Co. (General Chairman 1955), will serve on an advisory committee to Nelson.

James P. Wilson, Manager of the Chamber's World Trade Department, will act as general coordinator, aided by Richard J. Abbott, Assistant Manager of the department.

"World trade and the activities of the affiliated industries: manufacturers; exporters; importers; marine, air and land carriers; foreign freight forwarders; banks; insurance companies; customs house brokers and many others will be featured in this year's observation of World Trade Week," said Nelson.



Richard Nelson, General Chairman,
1957 World Trade Week

World Trade Week will be held in conjunction with the Golden Gate Trade and Maritime Festival, jointly sponsored by the Chamber, the SFAWTA, Junior Chamber, and Propeller Club, among others.

Latin-America Trade Talk Planned Before SFAWTA

James E. Lyons, Director of Public Relations of the Colon Free Zone, will be the chief speaker at a San Francisco Area World Trade Association luncheon, Wednesday noon, February 20, at Panelli's Restaurant.

His topic will be "Latin-American Trade and the Colon Free Zone Operations."

Richard Nelson, Vice President of the James S. Baker Co., recently returned from a tour of Central America, will also speak.



KORE HARBOR, on the itinerary of the Chamber-sponsored tour, along with Tokyo, Nagoya, Kyoto, Osaka, Hong Kong, Manila, and other cities playing major roles in Pacific Basin trade.

Chamber, School District Open Unique Course Series On Jet Transportation

"Jet Air Transportation and You," a series of 15 two-hour lectures by aviation experts for teachers and laymen, began Wednesday in the Anza School auditorium under the co-sponsorship of the Chamber and San Francisco's Unified School District.

"This is the first time any Chamber of Commerce has undertaken such an educational program in cooperation with school authorities," said William D. Hecht, Chairman of the Chamber's Aviation Education Subcommittee, in announcing the program.

"It's unique in the fact that it's a course to teach teachers what the future of aviation offers the Bay Area in particular and the world in general," Hecht added.

"Today's youngsters, most of them would-be space-cadets, are asking their teachers many questions involving technical answers. We hope to help provide teachers with the answers in simple laymen's language."

Top speakers include Dr. Alfred Sumner of San Francisco State College, Harold Messersmith, Operations Manager of International Airport, Dr. Lester Reukema, University of California professor, plus key men from various airlines.

The in-service training course was prepared by the Chamber's Subcommittee on Aviation Education, comprised of representatives from the airlines, newspapers, book publishers, post office and school system.

Dr. Sumner's series opener was on "Aviation and the World Political Scene."

Curt Haxthausen, Pan American World Airways Cargo Traffic Superintendent, Pacific Alaskan Division, will speak February 20 on "Aviation, Its Effects on Potatoes and Tomatoes, Drugs and Bugs, Hats and Cats, Trees and Peas."

Chamber Sponsors Air Tour of Japan, Philippines Hong Kong, May 5-28

A 25 day, 18,000 mile "Business Tour" to the commercial and industrial centers of the Far East—timed to coincide with the Japan Trade Fair which begins May 5 in Tokyo, has been announced by E. D. Maloney, President of the Chamber.

Sponsored by the Chamber in conjunction with the San Francisco Area World Trade Association, the tour will include Hong Kong and the Philippine Islands, in addition to Japan. The group is scheduled to leave May 3 via Pan American World Airways.

"This trip will afford West Coast commercial firms contemplating new or increased trade with the Orient a penetrating insight into the economic and industrial possibilities of our Pacific Basin neighbors," Maloney commented.

"Emphasis has been placed on arranging top level meetings with leaders of government and industry as well as with chambers of commerce in each city visited," George E. Talmage, Jr., President of the San Francisco Area World Trade Association, stated.

"The expansion in trade between this part of Asia and the West Coast, which reached \$750,000,000 last year, clearly shows the great potential opportunities to be explored by the tour," Talmage concluded.

Attendance at the Japan Trade Fair will enable West Coast businessmen to study the products and services of Japan and other Asiatic countries in terms of potential imports, exports and investment possibilities. Meetings are scheduled with members of Japan's Ministry of International Trade and Industry and a visit is planned to Canon Camera Company's manufacturing plant.

On other stops during the swiftly-paced tour, members will examine business endeavors ranging from the cottage industries to shipbuilding.

New Business for City Attracted by Chamber Help

Last week the Chamber's Industrial Department played a vital part in the decision of Sherly's Ltd., a leading manufacturer and distributor of candles and wax gifts, to move its entire operation from Seattle to this city.

Through efforts of the Chamber, the company, which operates a factory near Tokyo, employing 200, concluded arrangements with Robbins and Ritchie, industrial real estate firm, for the lease of a 9000 square foot warehouse at 141 King Street.

Frank P. Gomez, Chairman of the Industrial Development Committee of the Chamber, played a leading part in the negotiations.



CHAMBER DIRECTORS were presented with the huge basket of oranges and lemons shown here, at a recent Board meeting in the Commercial Club, by Western Air Lines and Sunkist Growers. Occasion? — an "Operation Sun Country" travel promotion sponsored by Western and Sunkist, designed to show the pleasures of traveling throughout the West. From left, clockwise around table, are Directors Walter F. Kaplan, Ransom Cook, G. L. Fox (General Manager), theme girl Miss Margaret Blowers, President E. D. Maloney, Directors Roy P. Cole, Rene May, S. R. Newman and Alan K. Browne. The presentation, arranged by Clay Bernard, Western Air regional sales manager and former Chamber Director, was made by Miss Blowers, a Sunkist secretary. Dean E. McCandless of Sunkist Growers, Los Angeles, and Ron Selching of Western Air Lines, San Francisco.

Joseph I. Haughey Named Assistant Manager. Publicity Department

Joseph I. Haughey, local newspaperman, has been named Assistant Manager of the Chamber's Publicity Department, it was announced last week by General Manager G. L. Fox.

Haughey replaces James D. Warnock who has been moved up to succeed Walter J. Brown as Publicity Manager of the Chamber.

Haughey began his newspaper career as a reporter on the San Francisco Chronicle and later was assistant editor and cartoonist on the Catholic Monitor. He then moved to the San Francisco News where he was a reporter, makeup editor and byline sports-writer for the past decade.

A graduate of the University of San Francisco, where he was an editor on The Foghorn and art editor of The Don, he later attended Notre Dame's graduate school on a philosophy scholarship, and the University of California.

Haughey was born in Sacramento and reared in San Francisco. He resides at 1462-23rd Avenue with his wife, son and daughter.

Ag. Export Meets Planned By World Trade Groups

Agricultural export programs, with special attention to the disposal of farm surplus, will be the subject of meetings March 14 and 15 sponsored by the San Francisco Area World Trade Association of the Chamber, in cooperation with the Commodity Stabilization Service and the Foreign Agricultural Service of the U. S. Department of Agriculture.

The San Francisco meeting will be attended by world trade, banking and government representatives, according to James P. Wilson, Manager of the Chamber's World Trade Department and Secretary of the Association.

End to North-South Water Battles Urged by Weinberger

It is desperately urgent that California settle her North-South battle over water rights here next June, Assemblyman Gaspar W. Weinberger told Feather River Project Association directors at a luncheon Friday, February 8, at the Sir Francis Drake. "It can be done, but it will take more statesmanship than we have thus far exhibited." Also participating in the meeting on the proposed water legislation were Grover Shannon, president of the Association, and Ray B. Wiser, Chamber Director and Agricultural Committee chairman. The luncheon was arranged by the Chamber's Agricultural Department.

Grace Official Named Trade Zone Chairman

George H. Mahoney, Vice President of Pacific Coast division of W. R. Grace & Co., has been reappointed Chairman of the Foreign Trade Zone Committee of the San Francisco Area World Trade Association. San Francisco Chamber of Commerce affiliate, it was announced this week by George E. Talmage, Jr., President of the association.

Assisting Mahoney as Vice Chairman is Robert H. Langner, Chairman of the association's World Trade Center Committee and Business Development Officer in the International Department of the Wells Fargo Bank.

BAY REGION BUSINESS

E. D. MALONEY, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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Chamber Urges Revoking Mexican Airline Permit Unless Agreement Reached

A telegram sent by the Chamber to the Civil Aeronautics Board urging the revoking of a permit granted Mexican airlines to operate between Mexico City and Los Angeles, "unless a satisfactory bilateral agreement can be reached," has elicited a promise of action by the CAB.

James R. Durfee, Chairman of the CAB, Washington, wrote to Charles C. Miller, Manager, Transportation Department of the Chamber:

"This will acknowledge your telegram of January 26, 1957, urging, that in the event a satisfactory air transport agreement is not concluded with Mexico in the near future, formal action be taken to cancel the permit of Compania Mexicana de Aviacion authorizing operations between Los Angeles and Mexico City.

"The position you have expressed accords generally with that of the Los Angeles Chamber of Commerce, as set forth in its recent petition to the Board for the issuance of an order directing Compania Mexicana de Aviacion to show cause why its foreign air carrier permit should not be cancelled or suspended until the Mexican Government grants reciprocal operating rights to a United States carrier. This petition, which has been assigned Docket No. 8460, is now under study, and you may be assured the position of the San Francisco Chamber of Commerce in support thereof will be taken into consideration at the time the case is processed."



HAWAII WEEK will be celebrated in San Francisco February 23 to March 2, highlighted by the Holoiku Ball at the St. Francis Hotel on February 23. Here Alan H. Johnston of the Hawaiian Affairs Section of the Chamber, which sponsors the annual event to salute travel and trade with the Islands, receives an orchid lei from Phyllis Pacheco of the Hawaiian Visitors Bureau. David Plant, assistant manager, St. Francis, and chairman of the celebration, invites observance by Chamber members. Activities featuring the King, Queen and Court will take place during the week in Union Square, department stores and on radio and television.

HITTING THE HIGH SPOTS

With JIM WARNOCK

"WELCOME TO SAN FRANCISCO!" is the title of a recently revised Chamber "driving tips" folder designed to make the motoring visitor's stay more pleasant by avoiding such pitfalls as incorrect hill parking, and parking in "low-away" zones. Prepared by the Civic Development and Publicity Department, the folder will be distributed through San Francisco hotels and motels and mailed to prospective visitors and new residents throughout the country, about 75,000 going out in 1957. . . .

SAN FRANCISCO COUNCIL OF DISTRICT MERCHANTS ASSOCIATIONS installed 1957 officers at a dinner dance at Roberts-At-The-Beach on January 19. Michael J. Susko, Portola District, is president. Other officers are Evelyn LaFayette, Taraval-Parkside; Al Montpart, Noe Valley; Maurice Savin, Haight-Ashbury; Herbert Brown, Geary; Sam Lightstone, Mission; Fraser Reay, Portola; Lee Carte, Lakeside Village; and Harold V. Starr, Retail Merchants Association of the Chamber. . . .

"COURTEOUS DRIVER OF THE WEEK," a novel safety campaign, was launched by the San Francisco Junior Chamber on February 5. Each week a model driver will be selected for public recognition and will be presented with gifts by prominent citizens interested in promoting safety through courtesy. . . .

WESTERN MACHINERY and Western Knapp Engineering, a division, celebrated completion of a fine new headquarters building at 650 Fifth Street at an open house on January 22. . . .

JOHN D. O'CONNELL, Assemblyman (D), 23rd District, attended the recent Chamber meeting on the tidelands reclamation problem. . . .

JAMES S. BAKER, president of the James S. Baker Importing and Exporting firm, has been named Chairman of the International Exhibitions and Trade Missions Committee of the San Francisco Area World Trade Association, it was announced by George E. Talmage, Jr., president. . . .

UNITED AIR LINES will begin construction next month on a multimillion dollar expansion program near the San Francisco International Airport. Large hangar for present and future aircraft, new flight kitchen for preparation of in-flight meals, additional employee cafeteria, boiler plant, wash rack, and 900-car employee parking lot are planned. . . .

ENCHANTED HILLS NAT'L FOUNDATION For The Blind and the Adult Education Division continue their series on "Understanding Blindness" at Polytechnic High School next Wednesday evening, Feb. 20 (7:15 p.m.), with a discussion of "Educational Opportunities for Blind Children in California." Speaker will be Mrs. Florence Henderson, associate professor in the Dept. of Special Education, SF State College. . . .

LELAND E. DAKE, partner in the management consulting firm of Cresap, McCormick and Paget (Chamber members) and manager of its Western Division, headquartered in S.F., is hosting the firm's managing partner from New York, Richard M. Paget, here through today on a business survey. Dake and Paget are laying plans for rapid expansion of management work through the local office which was opened recently in the Russ Bldg. . . .

ANSON HERRICK of Arthur Young & Co., has been selected as a delegate to represent the American Institute of Accountants at the seventh International Congress of Accountants to be held this summer in Holland. . . .

WELCOME, NEW CHAMBER MEMBERS!



G. Raetz

V. Dykes

J. J. O'Rourke

J. R. Maloney

R. H. Wilson

Congratulations and a hearty welcome are extended by the Chamber's Board of Directors to the men shown above and to the many other business and professional executives who have joined the Chamber in recent months. Since space does not permit the use of photographs of all recently joined members in a given issue, the others will follow.

Those shown today are prominent in local business and professional activity. Griswold Raetz is vice president in charge of the San Francisco office of *Welton Becket and Associates*, international architectural firm with offices at 153 Maiden Lane. Victor Dykes is vice president and director of *Value Line Fund Distributors, Inc.*, with offices in the Russ Building. John J. O'Rourke is president, *John O'Rourke Advertising*, with offices in the Flood Building. John R. Maloney is a partner in the law firm of *Winstock, Anderson, Maloney & Chase*, with offices at 465 California Street. Russell H. Wilson is a partner in the investment securities firm of *Wilson, Johnson & Higgins*, with offices at 300 Montgomery Street.

Watch for photographs of additional business and professional leaders, as they add their support to the city's progress through membership in the San Francisco Chamber of Commerce.

MAJ. GEN. LAWRENCE C. AMES, partner in Irving Lundborg & Co. and former Chairman of the Chamber's Aviation Comm., retired last week as Chief of Staff, California Air National Guard after 40 yrs. of military flying. He was a combat fighter in World War I and saw action in World War II as Gen. Staff observer with the 5th Marine Task Force at Iwo Jima. He has been active in the Air Nat'l Guard since 1946 and for the past three years, has been a member of the Reserve Forces Policy Bd. in the office of the Secy. of Defense, Washington, D. C.—highest attainment available to any Reservist. Gen. Ames still retains his pilot's rating and flies his own Cessna-182. . . .



Maj. Gen. Ames

PORT OF SAN FRANCISCO shipments scored a 21 per cent tonnage gain in January and hit an eight-year peak in general cargo value, Port Director Charles Tait reported. . . .

JACK H. HOW, 3rd Vice President of the Chamber, recently was elected to a three-year term as Director of the American Mining Congress. How has been President of Western Machinery Co. since 1953; General Mgr., Edward R. Bacon Co., since 1944. He graduated from Stanford in 1930. . . .

STRESSING THE THEME "Capital cannot do without labor, nor labor without capital," University of San Francisco has announced a spring course in Labor Management, to be held March 5 to April 30 on the Hilltop campus. The program is open to representatives of management, union members and others interested in the field of personnel or labor relations. . . .

KGO-TV CAMERAMEN focused last night on the Pittsburgh Works Columbia-Geneva Division, United States Steel Corporation, where western steelmaking was pioneered in 1910, for its live half-hour telecast of *Success Story*.

Bay Area's First Publicity Clinic Couvenes at USF Next Thursday

The Chamber has joined six other San Francisco groups as cooperative sponsors in staging the first Bay Area Publicity Clinic, to be held Thursday, February 28, at the University of San Francisco.

Co-sponsors of the afternoon event are the San Francisco Publicity Club and the University of San Francisco. Honorary chairmen are Roy N. Buell, president, Down Town Association, and Richard Mulcahy, S.J., Dean of the University's College of Business Administration.

Clinic sessions will deal with up-to-date publicity techniques with regard to press, radio, television and magazine relations. Talks will be made by local media executives.

The Clinic will open with a luncheon at Phelan Hall on the university campus at 12:30 p.m. Principal speaker will be H. D. Thoreau, executive director of the California Winter Olympic Commission, talking on "What the Olympic Winter Games in California Mean To You."

Cooperating organizations besides the Chamber are: Public Relations Society of America, San Francisco Bay Area Chapter; Public Relations Round Table; Northern California Industrial Editors Association, representing the International Council of Industrial Editors; San Francisco Advertising Club, and Down Town Association.

Walter J. Brown, former Chamber Publicity Manager, and Richard Watkins, Public Relations Director of the University of San Francisco, will be general co-chairmen of the Clinic.

Reservations, at \$5 including the luncheon and 2:00-5:30 p.m. sessions, may be made by telephoning the university at Skyline 2-9111.

SEAWTA Committee Will Study Controversial U. S. Customs Order

The recent U. S. Customs Service order to seize any shipments found on a pier prior to filing and validation of a shipper's export declaration, will be studied for "possible action" by the Customs and Tariff Committee of the San Francisco Area World Trade Association, according to Frank Howland, Committee Chairman.

The decision to study the regulation was made "following numerous expressions of concern and complaints over the regulation in Bay Area world trade circles," according to Howland.

The controversial fiat was issued in Marine Division Circular No. 76, February 5, 1957.

Board to Meet at Shipyard

The Chamber's Board of Directors' meeting Feb. 21 will be held at the San Francisco Naval Shipyard. A tour of the yard and a luncheon are on the agenda.

CALENDAR—CHAMBER EVENTS

February 15 INDUSTRIAL DEVELOPMENT COMMITTEE—Commercial Club, 12 noon.

Agenda: Latest Developments on Hunter's Point Berthing District and Proposed Survey of Business and Industries in the South of Market Development Area D.

February 17—GREAT GOLDEN FLEET—9 a.m.

Agenda: Welcome S.S. Leilani on Maiden Voyage to San Francisco.

February 18 CHEMICAL INDUSTRIES SECTION—Fairmont Hotel, 12 noon.

Agenda: 1957 Program.

February 19 WORLD TRADE ASSOCIATION LEGISLATION MEETING—1st floor conf. room, Chamber, 2:15 p.m.

February 19 MARKETING AND SALES PROMOTION SUBCOMMITTEE—Room 200, Chamber, 2 p.m.

Agenda: "Visitor Promotion."

February 19—PARKING SECTION—Room 200, Chamber, 10:30-12 noon.

Agenda: Parking Situation Review by Vinona T. Fisher, General Manager of S.F. Parking Authority.

February 20—RETAIL MERCHANTS ASSOCIATION BOARD OF DIRECTORS MEETING—Press and Union League Club, 8-11 a.m.

February 20 WORLD TRADE ASSOCIATION LUNCHEON MEETING—Panel's Restaurant, 12 noon.

Speaker: Thomas E. Lyons, Director of Public Relations, Colon Free Zone.

Topic: Latin-American Trade and the Colon Free Zone Operation.

February 24—CULINARY ARTS EXHIBIT—Civic Auditorium, 9-5 p.m.

February 25—TAX SECTION MEETING—Room 200, Chamber, 3 p.m.

February 26—TRAFFIC SAFETY AND CONTROL SECTION—Room 200, Chamber, 10:30-12 noon.

Agenda: Traffic Control Problems.

February 26 SECOND CENTURY CLUB—Kay Kaffer Kip, 217 Sansome St., 12 noon.

February 26—WORLD TRADE PROMOTION COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

February 27—DOMESTIC TRADE COMMITTEE CHAIRMEN—Stock Exchange Club, 12 noon.

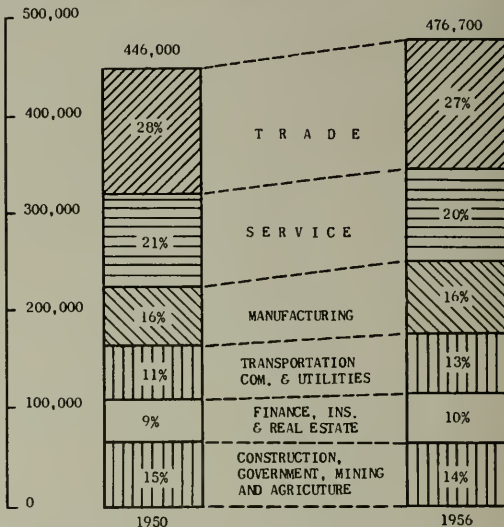
Agenda: 1957 Planning.

February 28 SUBCOMMITTEE ON TRADE RELATIONS WITH AFRICA—1st floor conf. room, Chamber, 2:15 p.m.

San Francisco Chambergraph* - - - - - No. 15

San Francisco Employment* Increases 7% In Six Years To 476,700 WHILE Industry Groups Retain Almost Constant Ratios

Number
Employed
Persons



Produced by San Francisco Chamber of Commerce

*Official estimate by Calif. State Dept. of Employment.

SAN FRANCISCO EMPLOYMENT UP

Official employment estimate reveals San Francisco July 1956 total at 476,000 persons and represents a gain of 30,700 persons in six years, from 1950 to 1956.

The major industry groups retained almost constant ratios over this period.

Private businesses accounted for about 86% and city, state and federal for 14% of total employment. The Federal Government, the largest single employer in San Francisco, accounted for nearly 35,000 employed persons at end of 1955, the City for over 21,000 and the State for nearly 10,000.

Twenty-four private businesses in San Francisco employ over 1000 persons, three hundred twenty-four from 100 to 1000 persons, but the nearly 23,000 businesses reporting insured employment and payrolls averaged just over 14 employees.

*A regular feature . . . Ask the Chamber for Reprints:
ENbrook 2-4511, Research Dept., Ext. 13 or 11.

BAY REGION BUSINESS SAN FRANCISCO CHAMBER OF COMMERCE



HONORED BY CHAMBER last week was Jack H. How (left), president of Western Machinery Company which received the Chamber's "Award of Progress" for consolidation of the company's several divisions, formerly located throughout the city, in a new headquarters building at 650 Fifth Street. Making the presentation were Selwyn Eddy (right), Chairman of the Domestic Trade Committee and William H. Mixter, Chairman of the Business Center Development Committee. Award honors those firms whose building or expansion programs have created new employment and enhanced their areas of the city.

Hearings on Freight Rate Increase Nearing Climax

Hearings on a proposed statewide increase in minimum freight rates, conducted for nearly a year by the California Public Utilities Commission, are expected to end late this month. Charles C. Miller, head of the Transportation Department of the Chamber, said today.

"The Chamber has been attending the hearings as an interested party," Miller stated.

"Gist of the matter involved is a proposal to increase statewide tariff minimums, sought by the California Trucking Association and by various railroad companies.

"Shipping interests concerned have expressed opposition, not to the increases, per se, but to any drastic PUC rate increase structure."

Fact-findings on cost analysis were presented here in a meeting February 25. A rate study hearing will be held March 4 in Los Angeles with rebuttals to follow and submission of the complete case at the end of March.

"The Chamber's interest in the proceedings," said Miller, "is to develop a record of full information. We want to know what goes on for the benefit of Chamber members who are vitally interested in the subject.

"Shippers are not against a reasonable increase in the trucking industry, but are concerned about the effect on the price structure all along the line in the event the minimum tariff rate proves excessive."

Legislators Chamber Guests

San Francisco's delegates to the State legislature were guests of the Chamber at a luncheon held today at the St. Francis Hotel.

Presiding was Chamber President E. D. Maloney.



"MR. SAN FRANCISCO," Examiner columnist Herb Caen, was recently designated an "Ambassador Extraordinary" of the Chamber on the occasion of a cocktail party at the Fairmont Hotel given by Doubleday and Co., publishers of Caen's third book on San Francisco. Making the award was Chamber Vice President James B. Du Prau (left) who said, "The honor is reserved for those who have enhanced San Francisco's prestige throughout the world. In his books Herb Caen has made thousands all over the world aware of the city's charm and unique qualities." Douglas M. Black, president of Doubleday, is shown at right.

Transportation Equipment Leads Industrial Expansion In Northern California

New plants and expansions for 31 firms in transportation equipment in the amount of \$118,096,576 topped the list of commitments made during 1956 for industrial expansion throughout northern California, according to a study made by the Chamber's Industrial Department.

A total of \$436,559,545—four times as much as in 1955—was committed by 811 firms in northern California during the year.

The report, completed with the cooperation of chambers of commerce throughout northern California, showed fabricated metal products second with 99 firms scheduling a total of \$59,408,300, and food and kindred products third with 213 firms scheduling a total of \$55,972,254. A close fourth was electrical machinery, equipment and supplies, with \$51,309,075 committed by 63 firms.

In the 13-county San Francisco Bay Region 680 firms committed a total of \$405,282,777.

In San Francisco 104 firms scheduled \$28,127,742 for new plants and expansions.

Of this amount, \$27,319,242 was scheduled for expansions and \$808,500 for new plants.

In the Bay Region, the figures were, respectively, \$247,262,282 and \$158,020,495, and in northern California \$256,342,020 and \$180,217,525.

In San Francisco, the leading category was transportation equipment, with a total of \$12,014,000, followed by paper and allied products with \$10,138,500 and machinery except electrical with \$1,041,000.

'CLASSROOM IN A CORRIDOR' DISMAL PROSPECT FACING SCHOOL OF WORLD BUSINESS THIS FALL

"San Francisco State's School of World Business may find itself without adequate downtown classroom space this fall," Robert Taylor, Chairman of the Technical Advisory Committee, School of World Business, San Francisco Area World Trade Association, Chamber affiliate, said this week.

"If the Sutro library, now housed at San Francisco's main public library, is moved to the present site of the California Extension School at 540 Powell Street, we'll probably have to hold classes in the corridors," he said.

"These valuable downtown quarters must be used for courses in world trade, not as a rendezvous for a handful of research scholars. Certainly, historical scholarship has its place. But world business has a wider universality, culturally as well as economically."

The library has nearly 100,000 volumes, valued at one million dollars in the early twenties, but relatively few books are devoted to "Californiana," according to Richard Dillon, the library's director.

The School of World Business, headed by Dr. Wayne Mackenzie Stevens of San Francisco State, is being held on the Lake Merced campus pending UC's switch to State's old campus at Haight and Buchanan Streets.

Army Tug Urged as Addition To City's Fireboat Fleet

Strengthening of San Francisco's fireboat fleet with a reconverted army tug was urged again last week by the Chamber.

The action, taken by the Board of Directors, followed reports by Chairman Alan K. Browne of the Civic Development Committee and John J. Conlon of the Fire Safety Section.

"The wooden-hulled Y TB 259—now on loan from the Navy as an auxiliary for the \$300,000 Phoenix at Pier 22—is inadequate and unmanageable," Conlon stated. "Acquisition of one of the 100-foot steel-hulled LT's in the Army mothball fleet at Rio Vista is necessary."

Fire Chief William F. Murray and the Chamber committee concurred that the city's Class 2 fire insurance rating must be protected by more adequate fire fighting equipment on

Directors in Attack on Patman Bill Changes

Proposed amendments to the Robinson-Patman Bill, now before the House and Senate, have been characterized as "anti-competitive" by the Chamber.

The action of the Board of Directors followed a report by Vincent Cullinan, Chairman of the Chamber's Legislative and National Affairs Section who stated:

"We deplore the anti-competitive philosophy of the bills and contend that their enactment would seriously complicate trade and adversely affect our economy."

Lapham Named to Post

Roger D. Lapham, Jr., member of the Chamber's Board of Directors, has been named chairman of local arrangements for the American Society of Planning Officials' convention, to be held in San Francisco March 17-21 inclusive, according to Frank Lombardi, staff member of the City's Planning Commission.

the waterfront.

The request for the LT has been forwarded through the Board of State Harbor Commissioners to the Governor and Department of Defense.

GENERAL BUSINESS ACTIVITY THROUGH JANUARY, 1957

TREND: January business in San Francisco and the Bay Region got off to a fine start and reflected important developments in numerous areas of the economy, the Chamber's Research Department reported. Several new all-time January records were established, and many industrial groups scored substantial year-to-year gains.

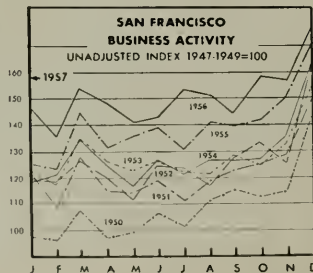
Bay Region financial transactions set a new January peak and accounted for a larger share of activity in the Twelfth Federal Reserve Business District than a year ago. More people were working in the 6-county metropolitan area in January than in any previous January; more dwelling units were started in the 9 counties than last year.

Also up were visitors' and prospective residents' inquiries, out of state passenger cars, tonnage through the Port of San Francisco, goods trucked across the bridges, air travel, bridge vehicle crossings, electrical energy, and industrial and commercial gas sales.

SAN FRANCISCO: The Chamber's business activity index set a new January high of 158.3, to register an increase of 8.8% over last January. Financial transactions rose to a new January high of 4.3 billion dollars, 500 million dollars or 14.5% above last year at this time.

Port of San Francisco revenue tonnage soared 34.5% and amounted to 604,471 tons. Visitor and newcomer written inquiries at the Chamber were up 12.6%, Golden Gate Bridge traffic up 11% and Bay Bridge up 4.8%. In the utilities field, electrical energy sales were up 1.3% and industrial and commercial gas sales up 5%; commercial and industrial water used was up 5.7%. Real estate deeds recorded an increase of 15%, but total building permit value was off nearly one half. In the retail field, department store sales were 5% above the same month last year.

BAY REGION: Financial transactions were at a new January level.



BRANCH OF ACTIVITY	JANUARY 1957	% from 1956
*GENERAL BUSINESS ACTIVITY INDEX	158.3	8.8
CONSTRUCTION PERMITS		
Total Number	914	61.2
Value \$	5,086,441	47.1
Value \$	827,324	25.6
Number	78	46.6
Single-family units, new	50	33.1
Value \$	2,674,311	30
Additions, Alterations & Repairs	1,336,806	33.8
Nine County dwelling units authorized	2,119(p)	39.2
REAL ESTATE—Deeds Recorded		
Number	1,603	15.2
Index	105	0.0
FINANCE—Bank Deposits	\$900	4,346,843 14.6
Postal Receipts	\$	2,465,468 -5.2
P. C. Stock Exch.	\$	2,683,395(-) -39.0
Market value \$	\$5,810,000(-)	-0.4
Number	19	35.7
COMMERCIAL FAHURES		
INDUSTRY TREND—6 County Total Employment	1,072,400(p)	2.9
Mfg. Average Weekly Earnings	\$	95.35(a) 7.4
Manufacturing	217,100(p)	3.6
Construction, contract	71,300(p)	4.1
Finance, insurance, real estate	67,100(p)	3.1
Retail trade	173,500(p)	0.5
Wholesale trade	78,400(p)	4.3
Service	235,700(p)	4.0
Trans., comm., & utilities	119,600(p)	1.6
Agriculture	16,100(p)	-3.3
Govt.—Federal, state, city	90,700(p)	1.1
Other	2,900(p)	7.4
TRANSPORTATION—Freight car movement	Number	13,519 -1.5
S. F. Airport—Planes In and Out	Number	10,965 2.6
Passengers Off and On	Number	243,909 20.7
Air Mail Loaded & Unloaded	Lbs.	2,833,983 4.9
Air Express Loaded & Unloaded	Lbs.	884,246 23.1
Air Freight Loaded & Unloaded	Lbs.	5,722,813 27.1
Rail Express Shipments	Number	76,339 -10.1
*Truck Movements—S. F. Area	Index	155.6 6.6
Out-of-State passenger car entries into N. C.	Number	11,374 9.9
PORT OF SAN FRANCISCO—Revenue Tons		
Coastwise	Total	604,471 34.5
Inland Waterway	Revenue tons	10,267 -0.1
International	Revenue tons	218,459 52.4
Foreign	Revenue tons	35,945 23.1
	Revenue tons	339,800 34.6
CARGO VESSELS (San Francisco Bay)		
Arrivals	Number	369 -5.4
Millions of Registered Tons	Number	1,809,555 -1.1
UTILITIES—Ind. & Comm. Gas Sales	Cu. Ft.	1,684,958,300 5.0
*Elec. Energy Sales, K.W. Hrs.	Index	139 1.3
Water Consumption, Comm. & Ind.	Cu. Ft.	160,247,000 5.7
NEW DEVELOPMENTS		
Visitor & Newcomer Inquiries	Number	1,405 12.6
Golden Gate Bridge Vehicle Crossings	Number	2,303,372 4.8
Golden Gate Bridge Vehicle Crossings	Number	1,150,586 11.0
FRUITS & VEGETABLE RECEIPTS		
Carlots	Number	1,495 1.7
LIVESTOCK SLAUGHTER (Insp. Dist.)		
*S. F. CONSUMER PRICE INDEX—All items	Number	116,000(a) -13.3
	Index	121.6(a) 4.9

* Index Base (1917-19 Monthly Average = 100). (a) December latest. (*) Consolidated * F. and L. A. Exchanges, (p) preliminary.

Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

WITH JIM WARNOCK

S. PETERSEN, president of the Standard Oil Company of California, has been elected national chairman of the 1957 National Invest in America Week to be observed throughout California and the nation, April 28 through May 4. It was announced by **Frederic A. Potts**, chairman of the board of the national committee and president of the Philadelphia National Bank. Observing the week will be 50 metropolitan areas from coast to coast including San Francisco, where the Chamber will be one of the cooperating agencies and will sponsor a major civic luncheon on April 29. . . .

BERNHARD A. HANSEN has been appointed vice president and general manager of The Recorder Printing and Publishing Co., succeeding **Frank F. Kilsby**, retired. . . .

ASSOCIATED HOME BUILDERS, INC. and National Association of Home Builders will conduct a clinic on low cost housing and urban renewal next Monday and Tuesday at the Sheraton-Palace Hotel.

YOM MOULIN has been appointed executive vice president, Moulin Studios, succeeding **Irving Moulin**, retired. **Roy Moulin**, president, announces. . . .

JAMES M. COOPER, Assistant Manager of the Chamber's Transportation Department, has been awarded life membership in the California Congress of Parents and Teachers "in special recognition of outstanding service to children and youth." . . .

WILLIAM D. HECHT, Chairman of the Chamber's Aviation Education Committee, reports that the lecture series, "Jet Air Transportation and You," co-sponsored by the Chamber and the San Francisco Unified School District at Anza School, 4 to 6 p.m. Wednesdays, has exceeded all expectations for interest and attendance. . . .

HAWAII WEEK rolled into San Francisco, bringing **Yuki Kaaihue**, impersonating King Kamehameha I, to be greeted by **David N. Plant**, project chairman of the Chamber's Hawaiian Affairs Section, for a week's stay, along with his party, at the St. Francis Hotel. . . .

JOHN S. BUGAS, vice president, industrial relations, Ford Motor Company, headlines seven speakers scheduled for the Junior Chamber's 1957 Management Program, 5:15 to 6:30 p.m., Curran Theatre, March 12, 14, 19 and 21, designed to aid businessmen in informing their employees and to stimulate executive training programs. . . .

ALAN K. BROWNE, the Chamber's First Vice President, presented a scroll of commendation on behalf of the Board of Directors, when Hawaiian Steamship's S.S. **LEILANI** docked on February 17. . . .

KNOW YOUR ELECTED REPRESENTATIVES and **Get Them To Know You** advises a newly revised folder of the Public Affairs Department, which includes addresses of city, county, state and national representatives, as well as a map of congressional and assembly districts and totals of registered voters. . . .

EMMETT FITZPATRICK, Chairman of the Inter-city Section, announces a "trade cultivation tour" of twelve Sacramento Valley cities, March 5-7, with **Irving Danielson**, vice president, Bank of California; **Ray Dempsey**, Pacific Telephone & Telegraph; **David N. Plant**, St. Francis Hotel; and **Sidney Keil**, Manager of the Domestic Trade Department. . . .

DAN E. LONDON, Commodore of the Chamber's Great Golden Fleet, is arranging for a hospitality cruise of the bay for thirty directors of the National Association of Plumbing and Heating Supplier Distributors when they arrive March 11. . . .

GUY F. ATKINSON, long-time Chamber member is one of two recipients in the country of an award "for outstanding achievement in construction in 1956" from The Moles. New York society of tunneling and heavy construction men. . . .

NEW MEMBERS IN RECENT MONTHS



Albert Wood



Kai Jorgensen



K. Satterdahl



Pat Morey



R. Taft

Recent additions to Chamber membership (shown above, left to right) are: **Albert H. Wood**, Manager and Director of Public Relations for *Westera Insurance*; **Kai Jorgensen**, Executive Vice President, *Hixson & Jorgensen, Inc.*; **Kenneth C. Satterdahl**, Vice President and General Manager, *G. A. Brakeley & Co., Inc.*; **Miss Patricia Morey**, Manager, *San Francisco Office, Hilton Hotels Corp.*; and **Rod Taft**, District Sales Manager, *Robinson-Hannagan Associates, Inc.*

Below are (left to right): **Russell J. Love**, Consulting Engineer; **Austin W. Earl**, President, *Earl and Wright, Inc.*; **John Paul Jones**, President, *John Paul Jones Associates, Inc.*; **Kenneth W. MacWhinney**, General Agent, *John Hancock Mutual Life Insurance Co.*; and **Miss Genevieve Wood**, Publisher, *California Industrial Purchasing Guide*.



R. J. Love



A. W. Earl



J. P. Jones



K. W. MacWhinney



Genevieve Wood

WESTERN HOUSEWARES ASSN., newly organized, is readying plans for the West Coast Housewares Show to be held concurrently with the summer market, July 22-26, at the Merchandise Mart. . . .

91ST INFANTRY DIVISION, USAR, will hold its annual field training at Camp Roberts, July 7-21. . . .

WHERE YOUTH FINDS FUN IN LEARNING is the title of a new folder designed, written and produced by the Chamber's Publicity Department for the Josephine D. Randall Junior Museum. . . .

PACIFIC GAS AND ELECTRIC Company plans to invest more than \$83 million to double the size of its new Pittsburg Power Plant, adding two generating units, 325,000 kilowatts each, twice the size of the largest now in service on the PG&E system, to the present 660,000 kilowatt capacity of the plant. . . .

MAURICE G. LITOU, vice president and assistant manager, International Banking Department, Bank of America N.T. & S.A., has been named Chairman of the International Finance and Investment Committee of the San Francisco Area World Trade Association, Chamber affiliate, and will be assisted by **A. Taupien**, Crocker-Anglo National Bank, Vice Chairman. . . .

AUSTRALIA AND NEW ZEALAND have been added to the countries in which the Port of San Francisco has established direct representation, in a bid to increase world trade between San Francisco and the South Pacific. . . .

Directors Meet at Shipyard

The Chamber's Board of Directors held its regular meeting at the San Francisco Naval Shipyard, Hunter's Point, last week, with President **E. D. Maloney** presiding.

The meeting was preceded by an indoctrination briefing with Captain **Charles C. Tresscott**, commanding officer, and his staff. After luncheon in the Officers' Club, the Directors toured the establishment.

BEN M. HANSEN, Frazer & Hansen, Ltd., has been named Chairman of the Commodities and Services Committee of the San Francisco Area World Trade Association, Chamber affiliate, to be assisted by **W. J. Gilstrap**, Wells Fargo Bank as Vice Chairman. . . .

BELGIAN CONSULATE GENERAL has opened the first permanent exhibit in the World Trade Center, featuring glassware and glass products. . . .

NOBLE COMPANY of Oakland last week unveiled a giant guided missile testing tower ten stories tall built for Patrick Air Force Base, Orlando, Fla. . . .

ROBERT KNOPS, former traffic executive with Matson Navigation Co., has been appointed to head the Port of San Francisco's new San Joaquin Valley Branch in Fresno. . . .

ALLEN ROSS, nationally known horse show manager and announcer, will direct the horse show and arena events at the Grand National Junior Livestock Exposition at the Cow Palace, April 13-17. . . .

E. HERRICK LOW, vice chairman of the board, First Western Bank, has been named chairman of San Francisco's 1957 Red Cross membership campaign. . . .

EIGHTY-NINE YEARS OF BREWING in San Francisco will be observed in 1957 by Burgermeister Brewing Corporation which exceeded one-million barrel production for the fourth consecutive year in 1956. . . .

RECORD BREAKING CAPITAL investments during 1956 in new industrial plants, double the previous year's, steadily increasing employment, and mounting production in the manufacturing industries were reported throughout the state by the California State Chamber of Commerce. . . .

N. ROBERT HEYER has been appointed vice president of Field Research Company and will continue as editor of the California Pol. syndicated public opinion news feature. . . .

FIRST RADIOGRAPHIC installation of its kind in the West was recently unveiled at the U. S. Navy Magazine, Port Chicago—a giant two-million volt X-ray unit for testing nuclear reactor castings. . . .

Fair Share Program Means Going Ahead with City, Mellon Tells Retailers

"We've got the horses. If they pull together we're going places."

That's how Thomas J. Mellon, former Chamber President and vice president and general sales manager of West Electric Heater Co., described the Chamber's Fair Share campaign when he kicked off the Retailers drive recently at the Commercial Club.

"This program is an opportunity for various companies in San Francisco to carry their share of San Francisco's progress," Mellon continued.

"It's a constructive program necessary to pave the way for the great strides ahead in business and commerce.

"The Fair Share program seeks to stabilize the Chamber's income at \$400,000 annually, a figure considered adequate for financial support in proportion to the community's business stake.

"There is a growing need for further promotion, intensified research, increased technical assistance and fuller staffing to keep pace with future growth.

"Nine pillars of business now support the edifice of the Chamber—construction, finance, hotels and amusements, manufacturing, utilities, transportation, retailing, professional and miscellaneous services. In these we find the Chamber's strength."

The three-year drive was inaugurated last July by the Wholesalers, Walter J. Maytham, Vice President of Westinghouse Electric, chairman. The drive ended in September with 93 per cent of the Wholesalers' goal attained.

CALENDAR—CHAMBER EVENTS

March 1—RECEPTION AND LUNCHEON HONORING SAN FRANCISCO DELEGATION TO CALIFORNIA STATE LEGISLATURE—St. Francis Hotel, Reception: 11:30 a.m.; Luncheon: 12:15 p.m.

March 1—INTER-CITY SECTION—Press and Union League Club, 12 noon.

Agenda: Introduction of 18 new members and planning of April trade trip.

March 5—CUSTOMS AND TARIFF POLICY COMMITTEE, 1st floor conf. room, Chamber, 2:15 p.m.

March 5, 6, 7—CULTIVATION TRADE TRIP—Sacramento Valley.

March 8—WORLD TRADE PROMOTION—1st floor conf. room, Chamber, 2:15 p.m.

March 8—TRANSPORTATION COMMITTEE—Room 206, Chamber, 2:45 p.m.

March 8—MANUFACTURERS COMMITTEE—Fairmont Hotel, 12 noon.

March 12—SECOND CENTURY CLUB Kay Koffer Kap, 217 Sansome Street, 12 noon.

March 12—AGRICULTURAL COMMITTEE—Fairmont Hotel, 12 noon.

March 12—INTERNATIONAL FINANCE AND INVESTMENT COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

March 13—MASS TRANSIT SECTION—Room 206, Chamber, 10:30-12 noon.

Agenda: Discussion of Proposed Legislation re Bay Area Rapid Transit.

March 15—SUBCOMMITTEE ON TRADE RELATIONS WITH INDIA—1st floor conf. room, 2:15 p.m.

San Francisco Chambergraph

No. 16

WHAT 7600 SAN FRANCISCO NAVAL SHIPYARD WORKERS MEAN TO AREA'S ECONOMY*



ADDITIONAL ANNUAL RETAIL SALES

Grocery stores	\$ 4,013,000	Automobile dealers	\$ 4,295,000
Eating and drinking places	2,577,000	Gasoline service stations	1,718,000
Department, dry goods and variety stores	3,864,000	Lumber yards and building materials dealers	1,288,000
Clothing and shoe stores	2,146,000	Other stores	9,019,000

Total increase in annual retail sales

\$30,924,000

* Art: U. S. Chamber of Commerce.

Statistics: San Francisco Naval Shipyard Employees' Assn.

Data: U. S. Naval Institute Proceedings, Captain Charles E. Trescott, Shipyard Commander.

\$50,000,000 ANNUAL PAYROLL AT HUNTER'S POINT, \$500,000 A MONTH IN PURCHASING PLACED LOCALLY

During the fifteen years since the Navy Department took over Bethlehem's Hunter's Point Drydock eleven days after Pearl Harbor and built it into the San Francisco Naval Shipyard, the site has grown, through tideland reclamation, from a half-barren 48 acres to 638 solidly used ones, with 7600 employees, six drydocks, and an investment of over 200 million dollars.

Although it is already the city's most extensive industrial plant, appropriations assure a 50% area increase in the size of the yard and construction of additional facilities.

This growth has come about through necessity. Fully aware of the growing crisis in the Pacific, the Navy made the initial purchase in 1940 (for \$3,900,000). Development funds, however, were not granted by Congress until war came. Soon thereafter a nucleus of Mare Island men began a frantic preparation for the expansion to come at San Francisco. Fortunately there were two good drydocks, one of which could handle the largest battleships damaged at Oahu. It had been built 'way back in 1916 —on the site of the monster 465-foot dock constructed 47 years previously by the city's fabulous promoter, W. C. Ralston, builder of the Palace Hotel, for commercial use.

More workers and equipment were added as soon as practicable, and before long a hill containing five million cubic yards of earth and rock was dumped into the bay to form more land. Piers, buildings, and shops were quickly put up, and eventually a 1,100 foot drydock. Nearly 2,100 men and women were employed by the end of 1942, 8,000 the following year, 14,600 in 1944, and a peak of 18,235 on a three-shift basis in 1945.

The pay-off for all this effort was a total of 661 vessels drydocked during the war, and 209 others extensively serviced.

Two outstanding examples of mechanical pride are the 1,500-ton metal press, that is sometimes called upon to do work from outside, and the largest bridge crane in the world. Its two lifting units can raise a combined total of 450 tons to a height equal to an eighteen-story building.

A long-hoped-for ambition is to be realized in 1957 when work is to be started on a 3900-ton guided-missile frigate. Before the first craft to be built there from the keel up, she will make the San Francisco Naval Shipyard a shipyard in fact as well as in name.

* A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Ext. 15 or 11.

BAY REGION BUSINESS SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President

G. L. FOX, General Manager

M. A. BUDAN, Secretary

JAMES D. WARDROCK, Executive Editor

JOSEPH I. HACCHEY, Editor

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for **PROGRESS** with PurposeJOIN THE SAN FRANCISCO
CHAMBER OF COMMERCE

COURTESY OF FOSTER & KLEISER

Foster & Kleiser

for PROGRESS with Purpose
THE SAN FRANCISCO
CHAMBER OF COMMERCE

PROGRESS WITH A PURPOSE—E. D. Maloney (right), President of the Chamber, and Laurence H. Odell, President of Foster and Kleiser, stand in front of a bulletin, 55 by 16 feet, located on

Fourth Street near the Bay Bridge approach. They hold a replica of the bulletin, contributed by the outdoor advertising firm to help publicize the Chamber's current membership development campaign.

**BOAC Begins First One-Plane
European Service After Two
Years' Effort by City, Chamber**

Presaging establishment of the first international airline link between San Francisco and Europe, long advocated by the Chamber, City and County, British Overseas Airways Corporation's pre-inaugural flight carrying twenty members of the British press, and twenty-six industrialists, travel agents and BOAC officials arrived here last Monday.

After being greeted at San Francisco International Airport by city, airport and Chamber officials, among the latter President E. D. Maloney, the party was driven in a motorcade to the Mark Hopkins Hotel, where they stayed during their three day visit.

Later in the day, a reception, hosted by the Chamber, the City, and the San Francisco Area World Trade Association, was held at the hotel, with Mayor George Christopher and President Maloney heading the reception committee.

Regular BOAC service from San Francisco will begin with the inaugural flight on April 2. Two flights a week will arrive here Wednesdays and Fridays and depart for London on Thursdays and Saturdays. All trips will be in DC-7Cs, and all planes will contain first-class and tourist accommodations. Frederick J. Pinchen is district sales manager.

(Continued on page 3)

Federal Spending**CHAMBER URGES CONGRESS TO CUT PROPOSED
\$71.8 BILLION BUDGET BY AT LEAST \$5 BILLION**

The Chamber recommended to Congress this week that, in line with recommendations of the Second Hoover Commission, the proposed \$71.8 billion proposed Federal budget be reduced by at least \$5 billion.

The Board of Directors, approving recommendations of the Tax Section, F. B. Magruder, Chairman, voted to recommend to Congress that "any proposal for new or increased spending be subjected to careful review in order that maximum proper economy be achieved."

Also recommended are:

- a return to state and local government of many activities that can be performed locally;
- adoption of the Hoover Commission recommendations for economy and efficiency;
- extension of current efforts to eliminate or curtail government enterprises in competition with private enterprise;
- application of any savings to debt and tax reduction.

"The unbroken upward climb in Federal spending since the \$64.6 billion post-Korea low of 1955 threatens the whole monetary system of our nation," the report stated. "Each new spending proposal carries with it a further drain on the economy and an increased burden on the people."

"New spending proposals carry in their

wake further invasions of the rights and responsibilities of the states and local govern-

(Continued on page 2)



LOOK INSIDE!—a special *International Bulletin* highlighting the Far East Business Tour, slated May 5-30 and sponsored by the Chamber and the SFAWTA, is to be found inside.



YALE NEEDS A KEY?—Shown presenting the traditional "key to the city" to Yale & Towne Manufacturing Co. officials is Chamber President E. D. Maloney (second from left), while General Manager G. L. Fox (left) looks on. Receiving the tribute is Y & T's president, Gilbert W. Chapman and (far right) John T. McCarley, manager of the firm's new plant in San Leandro. Y & T officials were guests of the Chamber at a recent San Francisco reception marking Chapman's first visit to the Bay Area. The firm's giant plant, first in northern California, will turn out a new heavy-duty fork lift truck. The Chamber's Industrial Department was instrumental in locating Yale and Towne's new plant in the Bay Area.

"Huge Success"

TRADE TOUR OF SACRAMENTO VALLEY CITIES STRENGTHENS TIES WITH METROPOLITAN AREA

The recent trade tour of twelve Sacramento Valley cities by the Chamber's Inter-City Section was "a huge success which promises great results in mutual understanding," Emmett Fitzpatrick, Chairman, said today.

Cities toured included Sacramento, Vacaville, Auburn, Marysville, Yuba City, Oroville, Chico, Red Bluff, Redding, Corning, Willows, and Woodland.

"Intense interest in the tour was shown all along the line," said Fitzpatrick. "We were given generous publicity in the press, on the radio and television. The feeling of interdependence between San Francisco and the Valley cities keynoted all of our meetings with our sister cities."

Committee members making the tour included Fitzpatrick, Irving Danielson, vice president, Bank of California, N.A.; Ray Dempsey, Pacific Telephone and Telegraph; David N. Plant, assistant manager, St. Francis Hotel; and Sidney Keil, Manager of the Chamber's Domestic Trade Department.

Destinies Related

"The destiny of these cities is interlaced with San Francisco's," said Fitzpatrick. "Along that line we found Sacramento looking forward to completing a deep water channel to this city—symbolic, perhaps, of the great industrial and agrarian tieup between the Valley and the City by the Golden Gate."

"Of the 12 cities visited, all of them, with the exception of Auburn, indicated that industrial expansion is their number one hope for the future. Auburn is devoting its energies to the 1960 Winter Olympics."

"Primary concern of most of the cities visited is adequate future distribution of the water supply," Fitzpatrick noted.

Budget Cut Recommended

(Continued from page 1)

ment. An aggressive program of expenditure reduction in the Federal Government is the only way the strong financial position of our country can be secure.

"We are convinced that a reduction of \$5 billion in this budget is not only possible but would be a real achievement for good and efficient government."

Aid to Education

In related action, the Board reiterated its policy of being firmly opposed to the passage of any proposal to extend or provide new Federal grants to education.

"The people of San Francisco out of their own local resources have voted bonds totalling \$51,682,886 during the past 7 years for school housing. The State of California has made available \$696,000,000 for loans to school districts."

"Under the proposed Federal Aid program of \$325 million annually for schools, California would receive \$14,180,000 and it would cost annually \$29,280,000."

"We are convinced that if the communities in the other states and the other states themselves made similar efforts they could solve their own school building problems. Federal money carries with it certain controls. The Federal government is today gravely in debt and should cut back its spending."

SMALL BUSINESS SUCCESS STORY

America's business system is not dominated exclusively by the giants of industry. New ideas and initiative pay off, too, for the "small businessman"—as this story of a growing S. F. firm proves . . .

"To sell toys to kids, you first sell toys to parents."

With this in mind, Peter Rocchia, a Chamber member, recently set about redesigning the Lakeshore Toy House in Oakland for Colorhue, Inc.

"When a kid wants a toy, he usually gets it," opined Rocchia, "but first you've got to lure the parents into the store."

Rocchia's problem was to achieve a gay and lively remodeling job on a budget of only \$5000.

Rocchia left the structure intact. Over the front he used panels of fir plywood; he used plywood on counters, as shelving and on doors. Counter tops were finished with a tough coat of wax.

To give the Toy House a well-lighted effect, Rocchia dropped the ceiling and placed translucent white plastic sheets over the exposed joints. The shop was completely re-wired and fully equipped with spotlights.

With a minimum of cutting and expensive mill work, the job was done effectively and inexpensively.

Trinity River 'Partnership Plan' Backed by the Chamber

Support for Secretary of Interior Fred A. Seaton's "partnership plan" between the Federal Government and the Pacific Gas and Electric Company in developing Trinity River hydroelectric power is being sought from California Senators and Congressmen by the Chamber.

In a letter to Senator Thomas H. Kuchel, who recently attacked Seaton's plan, Senator William F. Knowland and Congressmen John F. Shelley and William S. Mailliard, General Manager G. L. Fox reiterated the stand of the Chamber's Technical Projects Committee and Board of Directors in 1955 favoring P. G. & E.'s proposal for Trinity River development.

"The San Francisco Chamber has long advocated private enterprise whenever possible," he said, "and this is a case in point."

"The 'partnership plan' is considered to be sound and to the benefit of the State of California as well as the nation."

Italy's Foreign Trade Minister Visits City

Bernardo Mattarella, the first Foreign Trade Minister of Italy ever to visit San Francisco, was guest of the Chamber at a Bay Area Civic Luncheon on Tuesday at the Fairmont Hotel.

E. D. Maloney, President of the Chamber, presided. The luncheon was cosponsored by the S. F. Chamber, the San Francisco Area World Trade Association, the Oakland Chamber, the Italian-American Chamber of the Pacific Coast and the World Trade Center.

Visiting with Mattarella were his chief of cabinet, Antonio Mezzanotte, and Giuseppe Dall'oglio and Luigi Jaschi, directors general of the Italian Ministry of Foreign Trade.



BUSINESS TOUR: JAPAN, HONG KONG, PHILIPPINES

Chamber, SF Area World Trade Assn. Final Plans

Announced for departure from San Francisco May 3, detailed plans for a 25-day, 18,000-mile "Business Tour" of Eastern Asian commercial and industrial centers have been finalized, reports George E. Talmage, Jr., President of the San Francisco Area World Trade Association.

Sponsored by the Association and the San Francisco Chamber of Commerce, in coop-

eration with Bay Area Chambers of Commerce and major trade organizations, the tour will include Hong Kong, the Philippine Islands, as well as Japan.

THE WEST COAST-ASIA MARKET

"Not since pre-World War II have Eastern Asian markets been the subject of such a close scrutiny by private West Coast business," says

James P. Wilson, Manager, Chamber's World Trade Department. This market, changing every year, involves an exchange of goods valued at just less than one billion dollars.

BAY AREA AND WEST COAST BUSINESSMEN JOIN CHAMBER'S TOUR

Members of the San Francisco Area World Trade Association, the San Francisco Chamber, as well as a large party of businessmen whose interests are served from the Golden Gate, are composing the party. Investment experts, transportation specialists, port authorities, commodity brokers, foreign freight forwarders, and many other top representatives will make the group of forty. A Chamber representative will coordinate the program for the group, and additional assistance will be offered in each major city by official government representatives, chambers of commerce, and the official ground tour agent, Japan Tours, Inc.

U. S. ASIA—A NEW MARKET

The Japan International Trade Fair, Tokyo, May 5-19, is the first stop on the party's itinerary. What is considered by many as the foremost exhibition of its type, the Fair provides an insight into not only Japan's market for new exports and imports, but will serve to provide a glimpse of new economic opportunities for the entirety of Eastern Asia. Japan, currently engaged in one of the most ambitious trade programs in the country's history, is a natural selection for the group's starting point.

JAPAN PROSPERS IN '56; HIGHER U. S. EXPORT DEMAND SEEN

The sale of U. S. machinery and raw materials to Japan is expected to increase in 1957. San Francisco and the Bay area is particularly interested in boosting exports of machinery—machinery, \$58,000,000 worth, was the top export from the San Francisco Customs District in 1955.

The year 1956 saw Japanese industrial production reach a new high under the stimulation of a substantial increase in domestic demand for investment goods, a rise in consumption expenditures, and a continuous growth in export demand. Special briefings on Japan's possibilities for 1957 will be given the tour party by Japan's Ministry of International Trade and Industry, the American Chamber of Commerce in Japan, and the Japan Chamber of Commerce and Industry.

(Continued on Page 3)



U. S. West Coast equipment, technology aids rapid construction of Japan's Sakuma Dam.

Australian Investment and Trade Opportunities

The attention of BULLETIN readers has been requested by the Australian Government Trade Commissioner's San Francisco office, 26 O'Farrell Street, to the following opportunities:

The Australasian Commercial Enterprises of 23 Macquarie Place, Sydney, associated with mining interests holding leases in various parts of New South Wales, Australia, covering rutile sands deposits, would like to contact U. S. companies interested in either purchase of these leases or joint exploration of existing deposits.

A. Kibux, Director of Industrial Initiative Company, 308 Lyon Street, Carlton, Victoria, Australia, wishes to contact U. S. importers or users of wool waste.

Visitors to San Francisco

I. Riegelhaupt, principal of the Riso Trading Agency, 377 St. John Street, London, E. C.1, intends to visit San Francisco in mid-April. The U. K. firm are export merchants dealing in British textile piece goods, hosiery, Scotch whisky, and Sheffield cutlery. Riegelhaupt may be contacted, care of Weigel, 211 Ninth Avenue, San Francisco.

E. O. Jansen, Director of Jansen Trading Company, Ltd., Epworth Building, 33 Pirie Street, Adelaide, South Australia, intends to visit San Francisco April 5-8. Jansen, representing Castlemaine Woollen Co., Ltd., wishes to contact importers and wholesalers of woollen blankets, and may be reached upon inquiry to the Australian Government Trade Commissioner, 26 O'Farrell Street, San Francisco.

"The title 'Gateway to the Orient' means nothing to the San Francisco area unless we back up our reputation with direct action keyed to the fast-changing times. Careful planning has gone into every detail of the 'Business Tour' in order to give each member a fresh outlook, backstopped by commercial information and a chance to evaluate potential trade opportunities that should prove invaluable to the furtherance of expanded and improved trade relations with our Pacific neighbors."

—George E. Talmage, Jr., President, San Francisco Area World Trade Association.

World Trade Tips

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips it is suggested the usual investigation be made in each instance.

For details call Mrs. Stauffer, World Trade Department, EXbroom 2,4511, Ext. 78 and refer to the Trade Tips' numbers.

Stars indicate that names and addresses of references are on file.

EXPORT

2065—Ties wanted by Fr. Freutheil Ltd., P. O. Box 344, HONG KONG.

2066—Fish meal, soy bean meals wanted by Wilson Southern Supply, 35-40 Tinto Street, Cuenca de Oro City, THAILAND.

2067—Nylon remnants (for fishing equipment) wanted by The Nanyodo Co., Ltd., 16, Doshomachi, 3-chome, Higashikujo, Osaka, JAPAN.

2068—General merchandise, canned food, automobile spare parts, etc., wanted by Osewishi Trading Stores, P. O. Box 49, Jebu-odo, NIGERIA.

2069—Rice bran wanted by Paton, Son & Co., Ltd., 23 Mincing Lane, London, E. C. 3, GREAT BRITAIN.

2070—Almonds wanted by Alfonso Lopez, Calle de Panama No. 706, Mexico 13, D. F., MEXICO.

2071—Automatic paring machines for lenses, and all kinds of tools for opticians. Kraft paper waste and Simili paper wanted by Choko Trading Co., Ltd., No. 6, 3-chome, Haramachi, Chiyodaku, Tokyo, JAPAN.

2072—Hemstitching machines (Mazda Sitcher) wanted by Muramatsu & Co., Ltd., P. O. Box 14, Higashi, Osaka, JAPAN.

2073—Dried and canned pawns, peaches, grapes, apricots, and almonds, walnuts, chestnuts wanted by Societa Ligure Commerciale Industriale, P. O. Box 169, Asinara, ERIREA.

2074—Automotive parts wanted by Yang Tai Kim, Seoul Company, 235-15, Chung Se Dong, Chong Ro Ku, Seoul, KOREA.

2075—Canned fruit, wheat flour, matches, galvanized pipes, second-hand clothes, paper bags, etc., wanted by Haji Yusuf Haji Hashim Makin, P. O. Box 73, Bahrain, PERSIAN GULF.

2076—Calcium carbide, heavy industrial chemicals for paints, dyestuffs, and paper wanted by Vasantrao Goveendhar & Bros., 75, Mohammedali Road, Bombay 3, INDIA.

2077—Chemical goods wanted by Sanko Company, Ltd., No. 1-10 Kinugasa-cho, Kita-ku, Osaka, JAPAN.

2078—Canned vegetables, fish, etc., wanted by Antonio O. Morla, Casilla 4034, Guayaquil, ECUADOR.

2079—Strapped polyethylene and styrene plastic, in white and mixed colors, wanted by Y. Iryse & Co., Ltd., P. O. Box 261, Kobe, JAPAN.

2080—Stationery, wearing apparel, foodstuff, general merchandise wanted by Adevuri Bros. & Company, P. O. Box 451, Ibadan, NIGERIA.

2081—Canned fish, meat and fruit, pharmaceuticals, electrical appliances, and Portland cement wanted by Jupiter Corporation, P. O. Box 1141, Colombo, CEYLON.

2082—Textiles, stationery, foodstuff, sewing machines, hardware wanted by Olutande Trading Company, 3 Odo-oso Street, Jebu-odo, NIGERIA, B. W. A.

2083—General merchandise wanted by Owolewa Trading Stores, 21, Arrolary Street, Lagos, NIGERIA, B. W. A.

2084—Complete equipment for bone crushing and glue and gelatin producing plants wanted by The General Grinding Factory (Regd.), 31, Australia Building, McLeod Road, Lahore, INDIA.

2085—Used cars (Plymouth, Chevrolet, Dodge, etc.) wanted by Soro Taxi Company, Ltd., No. 2, 2-chome, Sekime-cho, Johto-ku, Osaka, JAPAN.

2086—Sengras, kapok, fiber, bodesteds wanted by "Bombay Bazaar," Paramaribo, P. O. Box 889, SURINAME.

2087—Flat, folded, used corrugated boxes, used cement bags, without tar or pitch, wanted by Futami Trading Co., Ltd., 23 Kakudu-cho, Kita-ku, Osaka, JAPAN.

2088—Fresh Sunskist lemons, oranges, grapes and pears wanted by Universal Traders, S. B. Box No. 36, Des Voeux Rd., C. HONG KONG.

2089—Phonograph records wanted by Lan Fung Trading Company, Hong Kong Hotel Building, Room 307-A, HONG KONG.

IMPORT

2090—Cotton piece goods offered by Albrecht & Morgan S. A., St-Gall, SWITZERLAND.

2091—Tools and cutlery offered by Shinto Company, Ltd., No. 22, Sakamachi-cho, 4-chome, Ikuta-ku, Kobe, JAPAN.

2092—French Paris mushrooms, sardines in oil, goose liver pies, truffles, etc., offered by Bouvier & Co., 11, Rue Pavillon (Square Menboulon), Paris-8^e, FRANCE.

2093—Costa Rican coffee offered by Aencelia Luis Preuss, P. O. Box 1172, San Jose, COSTA RICA.

2094—Genuine Japanese human hair offered by Mr. Yamamuchi, No. 370, 3-chome, Mahashi, Sugimachi-ku, Tokyo, JAPAN.

2095—Toys, wooden and other gloves, flashlights, firecrackers, rattan products offered by A. De O. Sales & Co., Ltd., 207 Polder Bldg., HONG KONG (in report on this firm may be obtained from The Hongkong and Shanghai Banking Corporation of California, 80 Sutter St., San Francisco).

2096—Hunting arms offered by Le Armorie Italiane Dei F.L.L. Gamba, Gardone V. T., Brescia, ITALY.

2097—Marble and similar articles offered by Cavazza Carrara Marble Producers Society of Italy, S. R. L., Via Cavour 46, Carrara, ITALY.

2098—Antique furniture offered by Ditta Luigi Salvini-Tavarnelle, Val di Fiesse, Firenze, ITALY.

2099—Kangaroo skin hand-plaited dog leads, dog collars, stick whips and thongs, belts and watch bands offered by Keith R. Herron, 3 Renown Ave., Punchbowl, N. S. W., AUSTRALIA.

2100—All types of beef, particularly bull beef offered by Fyne Pty Ltd. Meat Producers, 129-131, Victoria Street, Leichhardt, N. S. W., AUSTRALIA.

2101—Chinaware, porcelain novelties and plywood offered by Miyake Shoji Co., Ltd., 13 Takeda Cho 4-chome, Mizuho-ku, Nagoya, JAPAN.

2102—South Korean bee honey offered by A. I. Melnick & Co., 341 Bando Hotel Bldg., Seoul, KOREA.

2103—Novelties, mechanical toys, hardware, etc., offered by Sanko Trading Co., Ltd., Central P. O. Box 901, Tokyo, JAPAN.

2104—All kinds of sporting goods offered by Osaka Sports Trading Company, 52, 2-chome, Koraihashi, Higashi-ku, Osaka, JAPAN.

2105—Metal tools and products offered by Hayakawa Hardware Mfg., Ltd., No. 26-1 chome, Shizumachi, Minamimori, Nishi-ku, Osaka, JAPAN.

2106—Crystal glass chandelier prisms offered by Kyodo Sangyo Co., Ltd., P. O. Box 91, Minami, Osaka, JAPAN.

2107—Surgical gloves, prophylactics, hypodermic syringe, microscopic cover glass and medical supplies offered by Keian Shoji K. Co., No. 1, Kanda-Jumicho, Chiyodaku, Tokyo, JAPAN.

2108—Cultured pearls offered by Nishin Trading Company Ltd., No. 1, Kancho 2-chome, Ikuta-ku, Kobe, JAPAN.

2109—Foodstuff and edible oils offered by Jose Piccardo & Cia., Magallanes 1058, Buenos Aires, ARGENTINA.

2110—Hind-woven gold and silver braced, sarees, embroidered handkerchiefs offered by Banu Silk Museum, P. O. Box 11, Bannar, INDIA.

2111—Indian hand-hemmed textiles offered by Western India Handloom Enterprise, 33 Western India House, P. M. Road, Fort, Bombay 1, INDIA.

2112—Hairbrushes offered by Futami Trading Co., Ltd., 33 Kakudu-cho, Kita-ku, Osaka, JAPAN.

2113—Rubber sole shoes, hose, belts, printed and wove grass mat offered by Zenith & Co., Inc., 25-choe Ushijima-cho, Chiyodaku, Tokyo, JAPAN.

2114—Chemicals, leather offered by Ets. Georges Everts & Cie., B. P. 209, Le Havre, FRANCE.

2115—Ameters and accessories, optical goods, radars, novelties offered by T. Minami & Co., No. 416, Tabata-machi, Kita-ku, Tokyo, JAPAN.

2116—Photographic equipment, binoculars offered by Minato Shokai Co., Ltd., 4-chome, Sunmashi-cho, Nakaku, Yokohama, JAPAN.

2117—Chinaware offered by Yamada Trading Co., Ltd., 1-31 Akutsuka-cho, Higashi-ku, Nagoya, JAPAN.

2118—Humano hair offered by Otsuka Co., Ltd., P. O. Box 139, Kobe, JAPAN.

2119—Sorrento alive wood articles, such as music boxes, cigarette holders, jewelry boxes, etc., offered by J. Domestici, Loro, Via Luigi Palmieri 11, Napoli, ITALY.

2120—Moroccan leather and handbags offered by "Nexo" Sociedad Anonima, Carrera S. Jeronimo, 19, Madrid, SPAIN.

2121—Blesched rattan offered by Union Investment Co., Ltd., 345, Alexandra House, Vieux Road, Central, HONG KONG (sample on file).

2122—Cattle bone and bone meal fertilizer offered by Tatsu Tsusho Trading Co., Ltd., No. 16, Kumoi-odori, 4-chome, Fukui-ku, Kobe, JAPAN.

2123—Beer offered by Hyakunichiro, 1152, 5-chome, Sugamo, Toshima-ku, Tokyo, JAPAN.

2124—All kinds of pickles offered by Maruichi Trading Co., Ltd., P. O. Box Higashi No. 54, Nagoya, JAPAN.

2125—Tapicon offered by Hap Hiong Co., Ltd., 47 Nakorn Kasem, Bangkok, THAILAND.

2126—Vegetables, meat, beverages, all raws, minerals and perfumes, metal rubber, textiles, cottons and coffee offered by R. D. L. Lunze, Caixa Postal 1396, Rio de Janeiro-D. F., BRAZIL.

2127—Novelties, toys, dry batteries offered by T. Hara Co., Central P. O. Box 1292, Tokyo, JAPAN.

2128—Ribbons, woven laces, tapes, etc., offered by Umeda Ribbon Mfg. Co., Ltd., 10 Tooncho, Kita-ku, Osaka, JAPAN.

2129—Plastic toys, gifts, ready-made shirts, torch cases offered by Wise & Company, P. O. Box 2402, HONG KONG (in report on this firm may be obtained from The Hongkong and Shanghai Banking Corporation of California, 80 Sutter Street, San Francisco).

2130—Japanese dresses, kimono, in silk rayon, and cotton ladies' handbags offered by Tamamura Co., Ltd., 2, 2-chome, Minami-kyuhinmachi, Higashi-ku, Osaka, JAPAN.

2131—Clinical and surgical instruments, leather goods, wires and ligatures, carpets, giftware, wooden sculptures, essential oils, etc., offered by Correa Y Marin, Reina, 15, 2^a, Madrid, SPAIN.

(Continued on Page 4)

CHAMBER'S EASTERN ASIA BUSINESS TOUR

(Continued from Page 1)

HONG KONG ADAPTS TO MARKET CHANGES

Moving from Japan, the Chamber's "Business Tour" selects Hong Kong, a stronghold of free enterprise in the Far East and a magnet for flight capital. Hong Kong's 1955 \$2,500,000,000 export trade rose about 24 per cent in 1956. Construction, shipbuilding, and the several services which facilitate Hong Kong's transshipment operations expanded.

Construction has stimulated a demand for imports of building materials and equipment, which are largely unavailable locally. Investment pressure of idle money and the need for commercial and low-priced residential construction indicate that peak building activity in the private field has not been reached.

The Governor, Sir Alexander Grantham, G.C.M.G., remembered by Bay area audiences from his visit and speaking engagements in San Francisco last fall, has been requested by Chamber President E. D. Maloney to assist in final arrangements for the group's itinerary. Cooperating to provide the tour a special insight into Hong Kong's expanding commercial opportunities will be the U. S. Minister to Hong Kong, principal trading organizations and chambers of commerce.

UNITED STATES DOMINANT TRADING PARTNER WITH PHILIPPINES

Long-standing commercial ties and established trade channels required the decision to include the Philippines in the Chamber's "Business Tour." Moreover, a shift in United States-Philippine trade patterns is important to West Coast business. While the U. S. continued in '56 to be the dominant trading

partner, this position has been challenged by a shift in trade in the direction of Japanese and northwest European markets and suppliers.

The U. S. accounts for some three-fifths of total Philippine exports and two-thirds of total Philippine imports.

"It is a pleasure to be of assistance in the organization of the Businessmen's Tour of Eastern Asia," reports the Philippine Consul General to San Francisco, Nicanor Roxas. "The unlimited and untapped potentialities of the country and the peaceful conditions existing therein offer inducement for enterprising Americans to invest and help develop America's ally in the Far East. I am certain this trip will pave the way for better and greater trade and commercial relations between the United States and the Philippines."

United States-Philippine trade is expected to increase. Americans operating in the Philippines are protected by the revised trade agreement of January 1, 1956, which guarantees national treatment for Americans in all business enterprises until 1974.

Copra, one of the West Coast's leading imports, gained sharply in volume during 1956. Statistical reports show similar expectations for an increased total export-import trade between the San Francisco Customs District during 1956 over 1955, which approximated \$100,000,000.

SPECIAL NOTICE

Further information on the Chamber's "Business Tour" is available upon inquiry to the World Trade Department, San Francisco Chamber of Commerce, 333 Pine Street, San Francisco, EXbrook 2-4511.

Chamber Requests Names of International Fair Visitors

The World Trade Department of the San Francisco Chamber of Commerce has requested all businessmen who have made plans to attend trade fairs abroad or those who are considering trips for this purpose to advise the Department.

James P. Wilson, Manager, is arranging to service these businessmen with extensive information regarding the various Trade Fairs.

British Exhibit in San Francisco

Crown Derby, Inc., New York, is displaying high-quality British merchandise at the St. Francis Hotel through March 22. A complete range of fine china, manufactured by the Royal Crown Derby Company, includes both dinnerware and giftware. Poole pottery also is being shown, together with items of silverware manufactured by Viners of Birmingham. Of particular interest is china especially produced for world royalty.



Japan's seaport activity — loading export locomotives.

(Continued from Page 2)

San Francisco, Calif.
PERMIT NO. 1880

San Francisco, Calif.
PERMIT NO. 1880

Hitting the High Spots

With JIM WARNOCK

STATE HARBOR BOARD officials have announced plans for a 350-acre, solid-fill super terminal which will berth 15 merchant vessels of the 563-foot Maxner class in the tideland area between Islais Creek Channel and the San Francisco Naval Shipyard, and be financed partially by Federal aid. . . .

BETTER YOUR LIVING will be the theme of Operation Home Improvement in May when a minimum of four houses will be modernized and opened for public inspection. William H. Young, Chairman of the Chamber's OHI Committee announced, the plan having received the full support of a group of San Francisco building contractors. . . .

JAMES S. BAKER, Chairman of the International Exhibitions and Trade Missions Committee of the San Francisco Area World Trade Association, Chamber affiliate, urges all businessmen who plan to attend international trade fairs during 1957 to contact him before their departure. . . .

PAN AMERICAN WORLD AIRWAYS plans to step up its trans-Pacific service to Honolulu, Manila and southeast Asia between April and September to satisfy growing travel demands during that season. . . .

GEORGE D. GAVIN has been promoted to the newly created position of dealer and distributor relations supervisor of Tidewater Oil Company's western marketing department. . . .

WALTER J. BROWN, former Publicity Manager of the Chamber, has opened his business-industrial public relations office at 256 Sutter Street [EXbrook 5-1111], representing Yale & Towne Manufacturing Co.; Cresp, McCormick & Paget, Management Consultants; Macy's-Capitol Company in their Bay Fair Shopping center project; and Enchanted Hills National Foundation for the Blind. He has PR affiliations in Los Angeles and Sacramento and an advertising affiliation here with Jack Early, former manager of Grant Advertising. Brown was recently appointed a member of the Chamber's Manufacturers Committee, representing Yale & Towne. . . .

175TH MEETING OF THE NATIONAL INDUSTRIAL conference Board will take place at the Sheraton-Palace March 28 and 29. . . .

STATEWIDE CONFERENCE ON AGRICULTURAL Legislative Problems, sponsored by the State Chamber in Sacramento last week was attended by more than 500 persons, including 100 members of the Legislature. . . .

PACIFIC COAST SHIPPERS ADVISORY BOARD will hold its 102nd regular and 33rd annual meeting at the Sheraton-Palace, March 21-22. . . .

SECOND ANNUAL TOY, JUVENILE and Wheel Goods week-long market will open May 19 at the Western Merchandise Mart. . . .

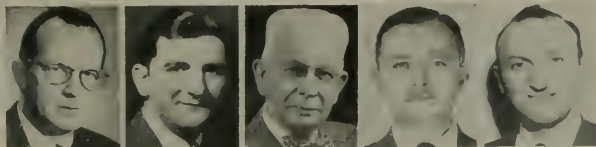
W. P. FULLER & CO. announced several promotions: Paul Anderson to newly created post of manager of public relations, Allen G. Race to advertising manager, Paint and Allied Products, and Peter D. Kelly to advertising manager, Gless and Buder Products. . . .

Two Officials Address SFAWTA

Joseph Rucinski, Director, Department of Operations—Asia and Middle East, of the International Board for Reconstruction and Development, Washington, D. C., will deliver an "off the record" talk to the San Francisco Area World Trade Association, Chamber affiliate, at its regular luncheon meeting today at Panelli's, 453 Pine Street. His subject will be "The International Bank in World Commerce."

Also speaking will be Nicholas Deak, President, Deak and Company, New York, whose subject will be "Foreign Exchange in Foreign Trade."

NEW MEMBERS IN RECENT MONTHS



J. S. Bolles

E. J. Corey

M. Geertz

C. A. Trudell

Hal Light

Recent additions to Chamber membership (shown above, left to right) are John S. Bolles, architect, *John S. Bolles Co.*; Edward J. Corey, sales manager, *Maine Sardine Co.*; Maurice Geertz, president, *Geertz Printing Co.*; Clyde F. Trudell, architect, *Hart, Trudell & Capell Co.*; and Hal Light, *Light Soda on Tap.*

Below are (left to right): Joseph E. Murray, consulting engineer, *Buonaccorsi & Murray*, Consulting Engineers; Kenneth G. Foster, executive director, *Goodwill Industries Inc.*; Paul X. Smith, president, *Paul X. Smith Corp.*; Alphonse L. Buonaccorsi, mechanical engineer, *Buonaccorsi & Murray*; and Linton L. Emerson, certified public accountant.



J. E. Murray

K. G. Foster

P. X. Smith

A. L. Buonaccorsi

L. L. Emerson

HILLER HELICOPTERS has a new industrial relations manager: **D. G. GITHS**, formerly of Telecomputing Corporation, Los Angeles. . . .

CITY TRANSFER & STORAGE CO. has purchased the Lansing Block at 338-348 Brannan Street to add to its present facilities at 430 Main Street and house the company's sea van operation to end from Hawaii, as well as its Records Storage Center. . . .

RICHARD CONLON & ASSOCIATES has been retained by the Port of San Francisco for a three months survey of Far East shipping centers, where the port has been expanding its cargo development organization. . . .

SOCIETY OF INSURANCE BROKERS has moved its office to 465 California Street. . . .

MARY BORDEN, FLORAL DECORATOR, new Chamber member, leaves in April for Newport News, Va., for plant and floral decoration of the new Matsonia, which sails from that port to New York on May 10 and thence to San Francisco. Miss Borden designed planting for the Mariposa and Monterey. . . .

FRANK B. STEWARD, San Francisco district manager for U. S. Steel Supply Division of United States Steel Corporation, has been elected president of the American Steel Warehouse Association Northern California Chapter. . . .

EVANS, MCCLURE & ASSOCIATES, 461 Market St. (new Chamber members) recently announced a new partnership involving these men: David W. Evans, G. Robert Ruff, James Hodgson, Arthur S. Anderson, Clay M. Robinson, L. Glenn Snarr, and R. L. Capener. The firm specializes in advertising, public relations and marketing counselling. . . .

JOHN F. FIXA, Postmaster of San Francisco, has been elected to a second term as Pres. of the Natl. Assn. of Postmasters of the U.S. Mr. Fixa heads an organization representing 34,000 of the nation's postmasters. . . .

Local Group Wins "Invest In America Week" Award

The Northern California Invest in America Committee has been awarded the George Washington Medal by the Freedom Foundation for its part in the 1956 "Invest in America Week." Thomas J. Mellon, Northern California executive chairman and former Chamber president, announced today.

Invest in America Week stresses that an individual who has a small savings account, owns his own home, has a life insurance policy, operates or participates in a business, has an investment in America. The event will be held across the nation April 28-May 4, inclusive. Local observance will be highlighted by a Chamber-sponsored luncheon on April 29.

General chairman of the '56 program was J. D. Zellerbach, now U. S. Ambassador to Italy. This year's national chairman is T. S. Petersen, president, Standard Oil Co. of California. Roy C. Lucks, president, California Packing Corp., is Northern California chairman.

The program is financed by voluntary contributions made to the Northern California Committee, Arthur W. Schiefer, vice president of the Bank of California, is treasurer.

BOAC Begins New Service

(Continued from page 1)

Establishment of the first one-plane service between San Francisco and Europe climaxed nearly two years of cooperative effort on the part of the Chamber's Transportation Committee and Department and the City and County. A BOAC sales planning team chose San Francisco as its West Coast terminal over Los Angeles after presentation by the Department of a 200-page brochure and the Chamber's urging California Congressmen to support the application before the Civil Aeronautics Board, which granted its approval on April 9, 1956.

Chamber Lauds Legislature, Governor on Passage of Business Climate Resolution

The Chamber's Board of Directors has commended the State Legislature and Governor Goodwin J. Knight for recent passage of a resolution on business climate.

"This resolution can be used to great advantage by all private and public agencies throughout the State engaged in industrial and commercial promotion," G. L. Fox, General Manager of the Chamber, commented.

"In view of the Chamber's interest in a sound business climate, involving the whole question of government costs, equitable tax policies, and fair treatment in the administration labor-management relations, the passage of this resolution represents a milestone in our efforts to create and keep an economic atmosphere favorable to commerce and industry."

O. R. Doerr, Chairman of the Industrial Advisory Committee, added, "since the State population is increasing 400,000 annually and is expected to reach 17 million by 1965, a capital investment topping two billion annually is needed for 133,000 new workers each year.

"It is obviously of the utmost importance, in the light of these facts, that we maintain a healthy business climate."

The Directors also resolved to send special letters of commendation to Assemblyman Caspar Weinberger and the authors of the resolution.

CALENDAR—CHAMBER EVENTS

- March 15 TECHNICAL PROJECTS COMMITTEE**—Commercial Club, 12 noon.
Agenda: Report on Water Subcommittee and consideration of pending control measures by Bay Area Air Pollution Control District.
March 15 SUB-COMMITTEE ON TRADE RELATIONS WITH INDIA—1st floor conf. room, Chamber, 2:15-4 p.m.
March 15 WORLD TRADE ASSOCIATION Panel's Resolutions, 12 noon.
March 15 BUSINESS EDUCATION COMMITTEE—Room 200, Chamber, 10-12 noon.
Agenda: Preparation for San Francisco's 7th Annual Business Education Day, May 1.
March 19 PORTS AND HARBORS PROMOTION COMMITTEE—1st floor conf. room, Chamber, 2:15-4 p.m.
March 20 WORLD TRADE POLICY COMMITTEE—Panel's Restaurant, 12 noon.
March 20 CAPITAL IMPROVEMENT AND LAND USE SECTION—Room 200, Chamber, 10-12 noon.
Agenda: Redevelopment Area E, proposed charter amendment, Exposition Auditorium, state legislature.
March 20 BMA BOARD OF DIRECTORS—Press and Union League Club, 555 Post St., 8 a.m.
Agenda: Federal and state legislation.
March 22 SUB-COMMITTEE ON TRADE RELATIONS WITH SOUTH AMERICA 1st floor conf. room, Chamber, 10-12 noon.
March 26 WORLD TRADE CENTER COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.
March 27 WESTERN STATES COUNCIL Room 200, Chamber, 9 a.m.-5 p.m.
March 28 TRADE RELATIONS WITH AFRICA 1st floor conf. room, Chamber, 2:15 p.m.
March 28 SHIPPING BOARD AND SHIP REPAIR COMMITTEE 1st floor conf. room, Chamber, 11-12 noon.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
 G. L. FOX, General Manager
 M. A. HOGAN, Secretary
 JAMES D. WARNOCK, Executive Editor
 JOSEPH I. HAUCHEY, Editor

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Vital State-wide Problem

CREATION OF FUND FROM OIL REVENUES IS URGED TO FINANCE STATE WATER PLAN

Creation of a fund from oil revenues to finance water plans proposed by the State Department of Water Resources and approved by the Legislature has been urged by the Chamber's Board of Directors.

State Budget Limitations Urged by Tax Committee

Chamber Directors have urged that State of California general fund expenditures for 1957-58 be limited to yields from existing taxes and current surpluses.

In action following a report by F. B. Magruder, Chairman of the Tax Section, the Directors also recommended that any uncommitted surplus available July 1, 1957 be used for capital outlay and the debt retirement reserve.

The executive budget for 1957-58 contains expenditure proposals which total \$1,961,965,000, an increase of about \$134 million over the 1956-57 expenditure program, Magruder said. Revenues for the year are estimated to be \$1,832,988,000. The \$128,977,000 difference between income and outgo is proposed to be financed by use of surplus and reserves.

Estimated revenues of the state's general fund would fall \$91,400,000 short of meeting the \$1,263,811,000 expenditures for 1957-58, but it is contended that the deficiency can be met by using a major part of \$117,357,000 accumulated surplus which is available.

Chamber Stands By Its Policy on Air Service

The San Francisco Chamber of Commerce will stand on its policy of additional air line services for San Francisco without supporting the petitions of specific carriers, according to action taken by the Chamber's Transportation Committee last week.

In connection with the Dallas Service Case, American Airlines' representatives met in conference with the committee and sought specific support for additional service between Los Angeles and San Francisco as a segment of its San Francisco-Dallas route. The Chamber committee reiterated the Chamber's policy of "favoring competition without wasteful duplication of service," but would not depart from its regular practice of seeking additional service without expressing preference for a specific carrier.

Other airlines represented were Braniff Airways, Continental Airlines, Delta Airlines,

One plan under consideration, which would include 260 major new dams, the proposed Oroville and Trinity river dams among them, is statewide. It involves northern California communities, beset by floods almost every winter, and "deficit water areas" in southern California.

One provision in the Chamber's recommendation is that, during periods of water shortage, supplies made available by such a plan would be "prorated" to all sections of the State, according to needs of all concerned.

Canals from proposed dams would carry water all over the State. Much of the surplus water from northern California would go to the San Joaquin Valley. Another share would be pipelined over the Tehachapi to southern areas.

Feather River water from Oroville dam would be channeled to the San Jose area.

In making its recommendation, the Chamber insisted that the fund derived from oil revenue be used to begin the engineering project, among the most ambitious in the history of the world, "with the understanding and intent that the ultimate results of this procedure will be fair both to areas of origin and areas of scarcity."

The Chamber's policy, formed by the Agricultural and Technical Project Committees, is that "all State officials and others should strive for the utmost and closest cooperation between the federal, state and local governments and private interests to assist in carrying out an orderly development of the State's water resources for the benefit of ALL the people of California."

Exporters Hold Confab

Programs to increase the export of U. S. agricultural products were discussed yesterday and today in meetings cosponsored by the U. S. Department of Agriculture and the San Francisco Area World Trade Association.

Pan Am, Southwest Airlines, TWA, United Airlines and Western Airlines.

Charles C. Miller, Manager of the Chamber's Transportation Department, said, "The Chamber has no preference for any particular carrier. We will make an extended study to provide in-service statistics between all relative segments of the SF-Dallas route."

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TRADE "TOURISTS" — Dr. Takeshi Mitarai, president of Canon Camera Co., of Japan (left), E. D. Maloney, Chamber President (center) and Takeo Maeda, general manager, Canon Camera, look over three new cameras introduced by the company. The visitors are here to focus attention on the Far East Business Tour, to leave here May 3 for the Philippines, Hong Kong and Japan.

Far East Interest Quikens in Coming 25-Day Business Trip

The Far East Business Tour, sponsored by the Chamber and the San Francisco Area World Trade Association, is receiving "enthusiastic interest and wholehearted support by top officials in the countries to be visited," according to E. D. Maloney, Chamber President.

"Numerous inquiries also have been made on the local scene from firms and individuals quick to perceive the potential economic advantages in the trip," Maloney added.

About 40 local businessmen are expected to leave here May 3 on the 25-day tour.

Against Proposed City Ordinance

DIRECTORS UNANIMOUSLY REAFFIRM 1956 STAND FAVORING VOLUNTARY F.E.P. OVER LEGISLATION

Declaring it "believes in and supports the moral principle that there shall be no discrimination in employment" against minority groups, the Chamber, by unanimous vote of the Board of Directors, last week reaffirmed the position taken by its 1956 Board in December, 1956, supporting an educational program in behalf of voluntary fair employment and equal job opportunity practices and opposing legislation to substitute legal compulsion for voluntary cooperation.

Adrien J. Falk is chairman of a committee representing the following San Francisco organizations which oppose the proposed FEP city ordinance: the Chamber, Down Town Association, Federated Employers, Employers Council (including Building Owners & Managers Assn. and Apartment House Owners Assn.), Californian Metal Trades Assn., Hotel Employers Assn., Retailers' Council, and Distributors Assn. of Northern California.

"The Golden Gateway"

COMMITTEES, DIRECTORS RECEIVE REDEVELOPMENT PLANS WITH ENTHUSIASM, VOTE TO ENDORSE

The Chamber has endorsed redevelopment of the wholesale produce market area along lines of the Skidmore, Owings & Merrill studies recently presented to the City and has recommended that the Board of Supervisors appropriate \$37,500 for appraisals necessary to carry the project forward.

Directors Unanimously Endorse Bay Area Rapid Transit Bill

Chamber Directors last week voted unanimously to support Senate Bill 850 relating to the San Francisco Bay Area Rapid Transit District Act.

The bill provides for the creation of a Bay Area Rapid Transit District, establishes its duties and powers, provides sources of revenue, sets forth methods of financing a rapid transit program and provides for annexation, withdrawal by counties, and dissolution of the district under appropriate conditions.

After organization of the district, limited taxing power is provided to finalize engineering, economic and financial plans before submitting a bond proposition to the electorate.

The Directors' action followed a report by Alan K. Browne, Chamber Director and Chairman of its Civic Development Committee and Mass Transit Section. Browne is also vice president, Bank of America N.T. & S.A., and chairman of the Bay Area Rapid Transit Commission.

"This bill, as amended, is the official act of the San Francisco Bay Area Rapid Transit Commission. It is the result of two years' extensive study by qualified individuals," Browne stated.

"We recognize that rapid transit is still years away, but if action is not taken to continue to move forward, further costly delays will occur and an investment of almost \$1,000,000 in plans, surveys and reports will be of little or no value.

"No better solution to the problem currently exists than the procedures set forth in this bill."

Randell Larson, Chairman of the Redevelopment Coordinating Committee, stated that the Directors' action followed his committee's recommendations. The funds would be used for an independent appraisal of the current value of land and improvements within the boundaries of Redevelopment Area "E," as well as a re-use appraisal of the properties to be affected.

Such studies are the next steps in redeveloping the 28-block area into the "Golden Gateway," consisting of new office and apartment buildings, as well as facilities for light industry and public use. The project will make greater use of the land area and increase tax revenues by approximately \$2,370,000 annually, he stated.

The Directors called on other interested organizations to lend similar support to these objectives and reaffirmed the Chamber's determination to redevelop the area following relocation of the produce market.

MORE DETAILS about San Francisco's Golden Gateway will be found in Chamber Progressogram No. 27 on Page 4 of this issue.

The action was first called for in a 1939 Chamber survey which led to the formation of the organization's first Agricultural Committee under Adrien J. Falk in 1941. In 1951 the Chamber recommended redevelopment of the South Basin and Produce Market areas.

In November of 1955 the Chamber cooperated with the Department of City Planning, Redevelopment Agency and United States Department of Agriculture in publishing a detailed survey and proposal for redevelopment of the two areas.

In December of 1955 the Chamber's Redevelopment Coordinating Committee was formed to speed the project, consisting of members of the Agricultural, Capital Improvement and Land Use, and Industrial Development Committees and City officials.

The Chamber cooperated in preparation of the "Summary of Market Analysis, Redevelopment Area 'E'" by the Real Estate Research Corporation and Department of City Planning in May, 1956 and the report to the City Planning Commission prepared by Lawrence Lackey in June, 1956.

Ship Ahoy, Stockton

STOCKTON MAYOR AND CHAMBER TO BE GREETED BY GREAT GOLDEN FLEET AND S. F. CHAMBER

The Great Golden Fleet, with Mayor George Christopher and Chamber President E. D. Maloney "at the helm," will sail out of Yacht Harbor next Friday noon to greet the Mayor of Stockton and Stockton Chamber members "at sea."

The celebration marks "Stockton Visitors' Day," co-sponsored by the Intercity Section of the Chamber and the Stockton Chamber.

The party will return to Yacht Harbor at 1 p.m. for a luncheon at Di Maggio's Restaurant.

A tour of Bethlehem Pacific Steel Corp. in South San Francisco is scheduled from 2 to 4 p.m.

Stockton and San Francisco city officials and Chamber members will be guests of the Chamber's Inter-City Section during a 5-6 p.m. "social hour."

Alvin Derre and John Walsh are co-chairmen of the occasion.

An "Ambassadors Cruise" for the "Organization of American States" will be held by the Great Golden Fleet, Monday, April 8, with Latin American ambassadors, consular officials, and their wives as guests.

The ambassadors, scheduled to arrive Sunday, April 7, will meet in a city other than a capital of the American republics for the first time.



"TO A GOOD EGG"—Mayor George Christopher was named a "good egg" as part of March Egg Month. Ray B. Wiser (left), Agricultural Committee Chairman, presided over the ceremony with Sue Stocker, a "slick chick" from Petaluma, participating in the Chamber-sponsored luncheon.

Transportation Manager to Support Additional Air Service from Southwest

Charles C. Miller, Manager of the Transportation Department of the Chamber, will fly to the Civil Aeronautics Board hearings in Dallas this June to battle for additional trunk line air service between this city and the Southwest.

The Dallas-to-the-West Service Case stems from Texas' complaint of "inefficient service because of the existence of a one-carrier operation."

"Increased service is commensurate with the expanded economy of the San Francisco Bay Area and the tremendous increase in transportation by air of persons, property and mail between the points," Miller said.

Miller's brief on the case points up the "community of interest" between not only Dallas, but Los Angeles, San Diego, Fresno, Phoenix and Las Vegas segments as well.

Statistics are cited in the exhibit showing the large number of carload shipments to Texas of fresh vegetables, grapes, citrus fruits, melons, berries, and deciduous tree fruit.

Traffic between San Francisco and cities designated in the Dallas proceeding is now 939,172 annually.

GENERAL BUSINESS ACTIVITY THROUGH FEBRUARY, 1957

TREND: More business was transacted in San Francisco and the Bay Area during February than ever before in that month, and more people were working throughout the economy than a year ago. The first two months' cumulative activity similarly topped 1956 for a new record.

Bay Region financial transactions in February amounted to 6.1 billion dollars or 750 million dollars above last year and accounted for 35.65% of the business in the 12th Federal Reserve District, compared to 33.64% last year. The two months' cumulative of 12.8 billion dollars represented an increase of 1.8 billion dollars over last year and a 4.4% larger share of the district's business. New dwelling unit starts in the nine counties during the first two months were up 3% over last year to 4,403.

In San Francisco, the Chamber's business activity index set a new February high of 143.1, or 5.8% above last year, and the two months' average was up 7.3% over 1956.

BRANCH OF ACTIVITY

*GENERAL BUSINESS ACTIVITY INDEX CONSTRUCTION PERMITS

Residential, New
Dwelling Units ..
Single-family units, New
Non-residential, New

Additions, Alterations and Repairs
Nine County dwelling units authorized

REAL ESTATE—Deeds Recorded
***RETAIL DEPARTMENT STORE SALES**

FINANCE—Bank Debits
Postal Receipts
Pacific Coast Stock Exchange

COMMERCIAL FAILURES

	FEBRUARY 1957	% from 1956	2 MOS. 1957	% from 1956
INDUSTRY TREND—A County Total Employment	1,069,200(p)	55.5	33	48.5
Mfg. Average Weekly Earnings	95.20(a)	7.9		
Manufacturing	214,900(p)	2.6	215,300(p)	2.9
Construction, contract	79,900(p)	-1.6	79,950(p)	0.0
Finance, insurance, real estate	68,300(p)	4.1	68,050(p)	4.1
Retail trade	171,200(p)	0.3	172,200(p)	0.3
Wholesale trade	79,000(p)	4.2	78,750(p)	4.3
Service	120,300(p)	4.2	126,200(p)	3.9
Trans., comm., & utilities	15,400(p)	-6.1	119,950(p)	3.9
Agriculture	9,400(p)	-2.1	15,750(p)	-5.7
Govt.—Federal, state, city, other	236,400(p)	3.6	91,300(p)	1.9
Other	2,500(p)	0.7	2,700(p)	0.0

TRANSPORTATION Freight car movement.

	FEBRUARY 1957	% from 1956	2 MOS. 1957	% from 1956
S. F. Export—Planes In and Out	10,965(a)	2.6		
Passengers Off and On	243,809(a)	20.7		
Passengers	2,833,071	4.9		
Freight	804,216(a)	23.1		
Air Freight Loaded and Unloaded	5,722,813(a)	27.1		
Index	127.26	-15.4	148,295	-12.9
*Truck Movements—S. F. Area	137.4	-3.3	146.5	1.7
Out-of-State passenger car entries into N. C.	42,115	9.3	83,489	9.2

PORT OF SAN FRANCISCO—Revenue Tons

	FEBRUARY 1957	% from 1956	2 MOS. 1957	% from 1956
Total	583,166	35.1	1,109,637	34.7
Coastwise	10,913	13.6	21,210	6.5
Inland Waterway	204,919	98.8	423,409	7.8
International	45,956	35.2	81,901	1.5
Foreign	243,318	-7.1	583,110	21.7

CARGO VESSELS (San Francisco Bay)

	FEBRUARY 1957	% from 1956	2 MOS. 1957	% from 1956
Arrivals	353	0.9	722	-2.6
Millions of Registered Tons	1,651,312	6.2	3,461,067	-0.4
UTILITIES—Ind. & Comm. Gas Sales	Cu. ft. 1,671,603,900	0.1	3,356,652,200	2.4
*Elec. Energy Sales, K. W. Hr.	Index 156	4.0	157	1.9
Water Consumption—Comm. & Ind.	Cu. ft. 159,680,500	2.8	319,927,500	4.3

NEW DEVELOPMENTS

	FEBRUARY 1957	% from 1956	2 MOS. 1957	% from 1956
Visitor and Newcomer Inquiries	Number 1,351	-18.7	2,756	-5.3
Bay Bridge Vehicle Crossings	Number 2,802,010	-2.5	5,183,382	1.2
Golden Gate Bridge Vehicle Crossings	Number 1,072,016	1.1	2,222,602	6.0
FRUITS & VEGETABLE RECEIPTS	Number 3,641(a)	-6.4		
Carlots	Number 131,000(a)	-8.4		
LIVESTOCK SLAUGHTER (Imp. Hkts.)	Number 121.6(a)	4.9		

*S. F. CONSUMER PRICE INDEX—All Items

	FEBRUARY 1957	% from 1956	2 MOS. 1957	% from 1956
Index	121.6(a)	4.9		

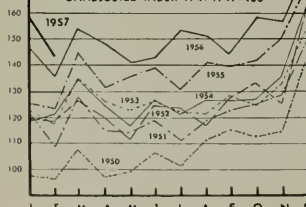
*Index Base (1947-49 Monthly Average = 100), (a) January latest available, (p) preliminary.

Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

SAN FRANCISCO BUSINESS ACTIVITY

UNADJUSTED INDEX 1947-1949=100



Hitting the High Spots

WITH JIM WARNOCK

CHAMBER PRESIDENT E. D. MALONEY addressed a dinner meeting of the National Flexible Packaging Association last week at the Sir Francis Drake Hotel on San Francisco's role in the growth of the Western market.

CHAMBER GENERAL MANAGER G. L. FOX addressed the Golden Gate Paint, Varnish and Lacquer Association at DiMaggio's on Bay Region problems in a dynamic age.

INDIVIDUAL FREEDOM as the key to new production and inventive progress will be the theme of the 45th Annual Meeting of the Chamber of Commerce of the United States, April 28-May 1 in Washington, D. C. Also spotlighted will be the National Chamber's efforts to cut federal spending.

STATE CHAMBER VICE PRESIDENT Mark Sullivan reports that, despite a national tendency to level off, California has maintained its recent rate of growth.

WESTERN STATES COUNCIL, composed of major chamber executives from the eleven western states met at the Chamber on Wednesday to consider problems of public lands, water development, Congressional issues, a national minerals policy, Pacific Coast shipbuilding. G. L. Fox presided as president.

GROWING OCEAN TRADE between Japan and the West Coast will be spotlighted May 5-19 in a Port of San Francisco display and trade information center during the International Trade Fair in Tokyo.



L. M. Holland

1957 GOLDEN GATE TRADE & MARITIME Festival and drive was kicked off this week by Mayor George Christopher, honorary chairman of this

REDEVELOPMENT PLAN ENDORSED BY CHAMBER

(Continued from Page 1)

The Skidmore, Owings & Merrill study was made possible by private funds from the 31st-Zellerbach committee. The study has been reviewed by the Redevelopment Coordinating Committee and the Capital Improvement and Land Use Section and enthusiastically received, Larson said.

Of the \$37,500 which the Directors recommend the Board of Supervisors appropriate, \$25,000 would be spent for appraisal of actual value, \$10,000 for re-use appraisal, and \$2,500 or the work of the Redevelopment Agency in behalf of the project. Actual new construction could conceivably start within the next two or three years.

In related action, the Directors have voted to support the objectives of Senate Bills 590 and 591 and companion bills A.B. 1343 and 1344, empowering the Board of Supervisors to acquire land for construction and lease of buildings for a wholesale produce market and to exercise the right of eminent domain in behalf of a new market.

NEW MEMBERS IN RECENT MONTHS



G. T. Rockrise

O. A. Deichmann

H. M. Moses

S. H. Clark

D. H. Tester

Recent additions to Chamber membership (shown above, left to right) are George T. Rockrise, architect; O. A. Deichmann, architect; Harry M. Moses, resident engineer, Parsons, Brinckerhoff, Hall & MacDonald; Samuel H. Clark, district engineer, American Institute of Steel Construction, Inc.; and David H. Tester, manager, Hartford Steam Boiler Inspection and Insurance Co.

Below are (left to right): Gordon Buck, The Grolier Society; P. S. Williams, vice president and chief engineer, California Spray-Chemical Corp.; George D. Yaron, president, American Trans-Pacific Corp.; Rodgers Peale, mining geologist; and J. H. McMinn, Soil Testing Services of California, Inc.



G. Buck

P. S. Williams

G. D. Yaron

R. Peale

J. H. McMinn

year's event, which includes World Trade Week (May 19-25), National Maritime Day (May 22), and the Harbor Festival (May 20-26). Sponsors are the Chamber, the San Francisco Area World Trade Assn., the Junior Chamber, and the Propeller Club (Port of San Francisco).

HONORARY MEMBERS of the Festival's board of directors are Paul Bissinger, past president of the Chamber and vice-president, Bissinger & Co.; Hugh Gallagher, vice president, Matson Navigation Co.; James K. Lochead, chairman of the board, American Trust Co.; and Cyril Magnin, president of the Board of State Harbor Commissioners.

RILEY W. DOE, vice president, Safeway Stores, will discuss "New Foods—What is to Be Done About Them?" at a luncheon meeting of the

American Marketing Assn. at the Marines' Memorial Club on April 4.

DOBBSON, INC., STATIONERS, printers and manufacturers of tags and labels, have doubled their floor space and now occupy two floors of twin buildings at 532-536 Jessie Street.

KNAPP & TUBBS, INC. recently opened a comprehensive display of distinctive furniture lines in their three-story Jackson Square headquarters at 737 Sansome, remodeled at a cost of more than \$75,000, a notable addition to the rapidly growing decorator center.

AMPEX CORPORATION'S amazing new \$45,000 video tape recorder was demonstrated before the San Francisco Advertising Club at the Sheraton Palace on Wednesday by Vice President Phillip L. Gundy.

GRAND NATIONAL JUNIOR Livestock Exposition will be held at the Cow Palace April 13-17, with hundreds of Future Farmers of America and 4-H Club Members participating, exhibiting more than 3,000 head of cattle, sheep and hogs. . . . **FASTEST LOW COST FLIGHTS** in history between San Francisco and New York will be inaugurated April 1, when United Air Lines introduces its new DC-7 custom coach service. . . .

Homage Paid to Magsaysay

Directors of the Chamber paid homage to Ramon Magsaysay, late President of the Philippine Republic, by adjourning in his memory their meeting of March 21, the day of his funeral in Manila.

George E. Talmage, Jr., President of the San Francisco Area World Trade Association and Daniel Polak, Chairman of that organization's Committee on Trade Relations with the Philippines, also requested Stanley N. Fisher, executive vice president, American Chamber of Commerce of the Philippines, to convey a memorial tribute to the nation.

Proposed Fining of Railroads for Blocking City Streets Opposed

A proposed city ordinance which would fine railroads from \$250 to \$500 for blocking any city street for more than ten minutes has drawn unanimous disapproval of the Chamber's Board of Directors.

The action followed recommendations of the Civic Development Committee, Alan K. Browne, Chairman, and the Street, Highway & Bridge Section, Leonard S. Mosias, Chairman.

The Directors also voted to appoint a committee of three to study the situation and meet with city, state and railway authorities to work out a solution of the problem.

Members of the special coordinating committee are: Mosias; J. E. Jellick, manager, Portland Cement Information Bureau and Chairman of the Chamber's Parking Section; and Arthur C. Jenkins, consulting engineer and member of the Mass Transit Section.

"While there are four separate railroads operating within the city, the Southern Pacific appears to be the only one which would be materially affected by the proposed ordinance," Browne stated.

CALENDAR—CHAMBER EVENTS

April 2—MARKETING AND SALES PROMOTION COMMITTEE—1st floor conf. room, Chamber, 10:30-12 noon.

Agenda: Visitor Bachelors Promotion.

April 2—INTERNATIONAL EXHIBITIONS AND TRADE MISSIONS COMMITTEE, SEAWTA—1st floor conf. room, Chamber, 2:35 p.m.

April 2—TRAFFIC SAFETY AND CONTROL—Room 200, Chamber, 10:30-12 noon.

Agenda: One-way Streets and Vehicle Safety-check for Commuters.

April 3—STREET, HIGHWAY AND BRIDGE SECTION—Room 200, Chamber, 10:30-12 noon.

Agenda: Legislation.

April 4—KEEP GREEN COMMITTEE—Room 200, Chamber, 3:30-4:30 p.m.

April 4—SHIP BUILDING AND SHIP REPAIR COMMITTEE—Room 200, Chamber, 10:30-12 noon.

April 5—STOCKTON CHAMBER GROUP VISIT—Great Golden Fleet Welcome at Angel Island, 12 noon; Luncheon, De Maggio's Restaurant, 1 p.m.; Stockton Night Gang Dinner, Press Club, 555 Post Street, 6:30 p.m.

April 7—GREAT GOLDEN FLEET Bay Cruise, 2 p.m.

Agenda: Great Golden Fleet Taking Organization of American States Representatives on Bay Cruise.

April 8—FREEWAY OPENING Dedication of Beale Street Ramp, 10:30 a.m.; Luncheon, The Village Restaurant, 12 noon.

April 9—SECOND CENTURY CLUB Iron Duke Restaurant, 132 Bush Street, 12 noon.

April 9—SHIPPERS COMMITTEE, SEAWTA 1st floor conf. room, Chamber, 2:35 p.m.

April 11—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION LUNCHEON—Venetian Room, Fairmont Hotel, 12 noon.

Agenda: West Coast Foreign Trade Advisory Group Meeting.

Speaker: Loring K. Mary, Director, Bureau of Foreign Commerce, U. S. Dept. of Commerce.

Subject: World Trade Program of Bureau of Foreign Commerce.

April 11-12—WEST COAST FOREIGN TRADE ADVISORY GROUP MEETING—World Trade Center, all day.

April 11—JOINT MEETING OF PARKING, MASS TRANSIT, STREET, HIGHWAY AND BRIDGE, TRAFFIC SAFETY AND CONTROL AND RETAIL MERCHANTS ASSOCIATION—Room 360, Mills Tower, 10-12 noon.

Agenda: Street Management Program.

SAN FRANCISCO'S GOLDEN GATEWAY

San Francisco Progressogram * - - - - - No. 27



Model, data and photograph by Skidmore, Owings & Merrill

AREA "E"—major planning for progress

Redevelopment of the wholesale produce area, generally as planned by Skidmore, Owings & Merrill and backed by the Chamber, is one of the boldest projects ever conceived in this city.

The plan entails a two-fold goal:

- relocating the wholesale produce market in San Francisco;
- rebuilding the present site (Area "E") into a super-modern district to include apartment and office buildings, light industry and public facilities.

The initial major step will be to acquire and clear selected portions of the overall site which includes 28 blocks and 228 lots, and which are worth \$29 million, according to preliminary estimates by the Real Estate Department, City and County of San Francisco. It is expected that a lot-by-lot check will be made by private real estate appraisers under the auspices of the City.

Area "E," when redeveloped, will encompass an irregular shape bordering and affecting many principal areas of influence with The Embarcadero on the east, Market and Sacramento Streets on the South, Montgomery and Battery Streets on the west and Broadway on the north.

Goals-within-goals (Area "E"):

- significant increases in tax revenues, an estimated \$2,370,000 annually.
- an increase in greatly-needed office space—2,400,000 square feet net space for 20,000 office workers yielding an annual payroll of \$110 million.
- more room for light industry—700,000 square feet, and an estimated \$12 million payroll annually.
- an important addition to apartment housing—1,600 units on 15 acres of land, including five "high-rise" apartment buildings renting from \$95 to \$195 per unit.
- additional public and private garages for parking—nearly 4,000 stalls (plus 1,600 stalls to go with the apartment buildings).

All in all, the proposed estimated value of the area is figured at \$170 million, compared to the present fair market value of \$29 million given by the City's Real Estate Department, with an annual tax return of \$2,900,000, compared to the present return of \$530,000.

* A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.

BAY REGION BUSINESS

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SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARKOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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Premium Prices Lifeblood of Livestock Show

San Francisco is in serious danger of losing the annual Grand National and Junior Grand National livestock shows because buyers have failed to bid appropriate premium prices for meat animals sold at auction.

This is the warning of E. D. Maloney, President of the Chamber, Walt Rodman, livestock superintendent of the Cow Palace, and the influential agricultural publication "California Farmer."

The Junior show opens tomorrow and closes Wednesday. The Grand National is scheduled November 1-10. Both shows have been the work of a handful of zealous and dedicated men. Under their leadership the Junior show has become the largest of its kind in the nation and the Grand National one of the country's top six in its class.

The shows have been successful in every way except one—adequate prices for the sale of livestock.

The price of livestock is the Circe which attracts the exhibitor. While no one wants the Junior exhibitor to expect exceptionally high bids on his stock, too often he's lucky merely to break even on his investment.

The Grand National attracts about 26,000 out-of-towners who spend between \$5 and \$7 million here, considerable hay in the barn. If the shows fold for want of support, our local economy will be the loser.

The Chamber realizes this. That's why it has formed a special sales development committee to insure premium prices for exhibitors.

Putting on a livestock exhibition without premium prices in its auction sales is like trying to carry milk in a bucket without a bottom.



BOVINE BOOK-LEARNING—Rita Preuss of Clovis, Fresno County, studies her premium book while her cow relaxes. Miss Preuss is typical of the more than one thousand young livestock producers entered in the Grand National Junior Livestock Exposition which begins here tomorrow.

Hour of Decision

SUPERVISORS HUDDLE OVER CHAMBER-ENDORSED BAY AREA RAPID TRANSIT SENATE BILL

Bay Area Rapid Transit Bill (Senate Bill 850), unanimously endorsed by the Chamber's Directors on March 21 went before the County, State and National Affairs committee of the San Francisco Board of Supervisors this week for the formation of recommendations regarding the city and county's stand on the matter.

The bill received a unanimous "do pass" recommendation by the State Senate Committee on Transportation and is now in the Senate where it has been placed "on file" at the request of San Francisco, pending its decision.

In the meantime, Mayor George Christopher has been holding meetings with representatives of the San Mateo County Board of Supervisors regarding that body's reservations about the present bill.

In addition to the Chamber's Board, the following governing bodies have endorsed Senate Bill 850:

Alameda County Board of Supervisors, Contra Costa County Board of Supervisors, Marin County Board of Supervisors, Oakland City Council, San Francisco Council of Civic Clubs.

On record as favoring the legislation in principle are the Highway and Transportation Section, Commonwealth Club; Bay Area Council; Apartment House Owners Association of San Francisco; American Institute of Architects, Northern California Chapter; Down Town Association of San Francisco; San Francisco Planning and Housing Association; San Francisco Section, American

Aviation Expert Gives Talk

Yoshito Kojima, Japanese aviation expert, will speak on Japan's role in the free world of commerce Monday noon at the St. Francis Hotel.

The luncheon is cosponsored by the Transportation and Aviation Committees of the Chamber and San Francisco Area World Trade Association.



NEW SANTA FE FILM—Bay Bridge, silhouetted in the setting sun, is a scene from the 16-mm. sound-color film on the city to be released soon by the Santa Fe Railway. Entitled "San Francisco", the 30-minute film depicts the city as seen through the eyes of a tug-boat captain and is beautifully photographed, written and edited. Cleared for television public service showings, it is estimated that two million persons will see it during 1957. Arrangements can be made by calling the Santa Fe film bureau, Paul Cane, SU 1-7600.



BUILDING BRIGADE—These builders, busy buying and remodeling homes for public display as part of the Chamber's "Better Your Living at Home" program, get together over plans in front of a recently-purchased house. Left to right are William H. Young, chairman, Eugene Vignatti, John Novak, Rollin Meyer (who bought the house) and Ernest M. Upshaw. The campaign, sponsored by the Marketing and Sales Promotion Committee of the Chamber, is designed to show San Franciscans what can be done to improve and modernize their homes, 75,000 of which need at least \$1000 in improvements, Young estimates.

Special Chamber Sales Group Formed to Help Premium Price Campaign

A special Sales Development Committee, comprised of about 300 members of the Chamber, has been formed to promote premium prices for meat animals to be exhibited at the Junior Grand National Livestock Exhibition which begins at the Cow Palace tomorrow and ends Wednesday.

The committee, including representatives of restaurants, hotels, steamship, airline and railroad companies and retail meat dealers, has contacted as many business firms as possible to urge the purchase of hogs, lambs and steers at premium prices or to provide support funds.

Chairman of the Chamber's Agricultural Committee is Ray B. Wiser.

Sales Development Chairman is Carl L. Garrison. Manager of B. F. Porter Estate and former Secretary-Manager of the Cow Palace.

Rapid Transit Bill Studied by Supervisors

(Continued from Page 1)

Institute of Electrical Engineers; Golden Gate Chapter, Society of Professional Engineers; San Francisco Chapter, American Society of Mechanical Engineers.

Santa Clara County Supervisors have asked that the first stage of the transit plan extend only to Palo Alto and not include the majority of that county. San Mateo County Supervisors, previously on record against inclusion, have again taken up the matter for discussion with Mayor Christopher.

Growing, Growing, Growing—

BETHLEHEM STEEL, CROWN ZELLERBACH TOP LOCAL FIRMS IN INDUSTRIAL EXPANSION

Bethlehem Pacific Steel Corporation and Crown Zellerbach overshadowed all other local firms in investment capital committed for industrial expansion last year, according to the Industrial Department of the Chamber.

Out of the total of \$28,127,742 scheduled by 104 San Francisco firms, Bethlehem committed \$11 million. Crown Zellerbach, the second largest producer of paper and paper products in the nation, topped the 10-million dollar mark.

Western Machinery Co., manufacturer of sand-pumps, processing and mining equipment and separators, was third with \$600,000.

Five other firms committed \$500,000 each: Cardoza Co. (bookbinders); Standard Oil Co. of California; California Color Corp. (color photo processing); Ray Oil Burner Co., a newcomer in fabricated metal products; and Stauffer Chemical Co.'s horic acid plant. Stauffer Chemical Co. also invested \$43,000 in its industrial and chemicals enterprise.

A total of \$808,500 was invested by 24 new firms. They included Ray Oil Burner and three other firms, each investing better than \$50,000, in fabricated metal products: N. Stella & Son (ornamental iron for churches); Thomas Notaro Steel Rule Die Co. (dies for paper cutting); and John H. Tway & Son (blacksmith shop).

Six new companies sprang into existence in the field of apparel and related products. They are: Carabao Special Products (draperies); Louis Gruen (dresses and sportswear); Lee Mae of California (women's and children's wear); Lee June of California (ladies and children); San Francisco Garment Co. (ladies' coats and suits); and Emily Wong (men's sportswear).

Other new firms include:

In Food and Kindred Products: Davidson Meat Co., Division of Wilson & Co. (meat processing); Inkum Products Co. (haking concentrates); and Ansel W. Robinson Co. (pet food packaging).

Lumber and Wood Products (except furniture); Pacific Pallet Co., Inc. (wooden boxes and pallets).

Printing, Publishing and Allied Industries: Ivy Press (printing plant); George Rangaves (bookbinding); and Uniform Painting and Supply (printing plant).

Chemicals and Allied Products: Vinyl Plastics Fabricating Co. (fabricated plastics).

Stone, Clay and Glass Products: California Coated Sand Co., Inc. (treated silica sand).

Machinery (except electrical): Arthur E. Calmels (machine shop); Precision Engineering Co. (machine shop).

Miscellaneous Manufacturing Industries: Crown Plastics, Inc. (plexiglass signs and heat windshields); Fyr-Fighter Co. (fire fighting equipment); and Unit Display Advertising (display signs).

Chamber Scores Mining Bill

An assembly bill permitting counties to employ mineralogists with a proviso that the State make half the salary up to \$6000 a year for any county has been opposed unanimously by Chamber Directors.



HANDS ACROSS THE BAY—Gus Simpson (left), President of the Stockton Chamber of Commerce, and E. D. Maloney, S. F. Chamber President, shake hands aboard the *Adventurer*, flagship of the Great Golden Fleet on Stockton Visitors' Day, April 5.

SFAWTA Backed In Its Fight Against State's 'Buy American' Law

A recommendation by the Legislative Committee of the San Francisco Area World Trade Association to urge repeal of the State's "Buy American" Law has been backed by the Chamber's Board of Directors.

The law, which prevents State agencies, water and irrigation districts, municipalities and counties from purchasing equipment manufactured outside the United States "regardless of merit or advantage," was termed "anachronistic" and "discriminatory" by George E. Talmage, Jr., President of the SFAWTA.

Producer to Speak At Commercial Club Luncheon

Mervyn LeRoy, San Francisco-born movie director and producer with a Horatio Alger background, will talk on "Time Out for Yesterday" at the luncheon Thursday noon at the Commercial Club commemorating the fifty-first anniversary of the 1906 fire and earthquake.

LeRoy, who peddled newspapers in this city early in his career and then took a job in the wardrobe department of a Hollywood studio, at \$12.50 a week has directed and produced such topflight movies as *Little Caesar*, *Tugboat Annie*, *Fugitive From a Chain Gang*, *Thirty Seconds Over Tokyo*, *Mister Roberts* and *The Bad Seed*.

The luncheon is jointly sponsored by the Chamber, the Board of Fire Underwriters of the Pacific and the Commercial Club.

Hitting the High Spots

With JIM WARNOCK

CALIFORNIA PREMIUM WINES took first place over their foreign counterparts in two wine-type categories, while a third California wine tied for first in blind comparative testing recently at the University Club, Los Angeles, the Wine Institute reports. . . .

OPPORTUNITIES FOR BAY REGION construction, research development and maintenance business in connection with the first U. S. "atom ship" were recently discussed by **E. Kemper Barrett**, project officer for nuclear powered merchant ships, AEC and Maritime Administration, Dept. of Commerce, before the Propeller Club, Port of San Francisco. . . .

TANFORD RESEARCH INSTITUTE Associate Director **Weldon B. Gibson** left recently for a Ford foundation survey of Asian countries. **Paul J. Ganswell**, director of economic research, left for world tour. . . .

WESTERN ELECTRONIC SHOW and convention, Cow Palace, August 20-23, has fully subscribed its 50 booths, according to **Norman H. Moore**, vice chairman for the West's largest commercial booth show. . . .

WESTINGHOUSE INDUSTRIAL HEATING Division has opened a Pacific Coast branch under **R. R. La Pelle**, manager, and **Wallace B. Dugan**, design engineer, Walter J. Maytham, vice president, announces. . . .

MORGAN & BARCLAY CO., commercial stationers, announces the appointment of **Kenneth M. Jeery** as general sales manager. . . .

UNIVERSAL TRAVELCARD, American Hotel Foundation, non-profit subsidiary of American Hotel Assn., is demonstrating how its project works by sending a young Hungarian couple, **Mr. and Mrs. Jurgene Semmel**, on seven-week tour of 24 U. S. cities during which they will use only their credit cards for food, travel and accommodations. . . .

FIRST COAST-TO-COAST automatic reservations system has been contracted for with the Teleguide Corp. by Pan American World Airways and will be completed by **Mayr, Axel Mikkelsen**, district sales manager here reports. . . .

WESTERN MERCHANDISE Mart General Manager **A. Cameron Ball** announces the Western Summer Market for July 22-26. . . .

"OPERATION HOME RUN" will bring 44 ships and 20,000 men of the U. S. First Fleet to San Francisco June 13-17 in the biggest operation of its kind since World War II, in response to an invitation from the mayors of San Francisco, Oakland and Alameda. . . .

DONALD E. RICE has been appointed general manager-operations for Columbia-Geneva Division of United States Steel with headquarters in San Francisco. **Charles C. Morgan** will succeed him as general superintendent of the division's Pittsburgh Works. . . .

HILLER HELICOPTERS has been awarded a \$4,795,872 contract for an undisclosed number of three-place Army H-23D helicopters by the Department of Defense. . . .

MERCHANT MARINE officers and seamen employed in the U.S.-flag privately-owned and operated ocean-going merchant fleet increased by 2,100 men or 3.2% during the past 12 months, bringing the total to 69,754, the American Merchant Marine Institute, Inc. announces. . . .

HENRY J. BUDE, State Harbor Commissioner, recently discussed the promotion program of the Port of San Francisco before Marine committee of the San Francisco Junior Chamber. . . .

1957 EDITION of "Scientific Resources of the San Francisco Bay Area" may be ordered at pre-publication discounts from International Science Foundation, California Academy of Sciences prior to April 15. . . .

NEW MEMBERS IN RECENT MONTHS



J. F. O'Connell

R. D. Dowell

M. Johnston

R. Davies, Jr.

E. P. Wilsey

Recent additions to Chamber membership shown above (left to right), are **John F. O'Connell**, President, *Paul Masson Vineyards*; **Robert D. Dowell**, Consulting Civil and Structural Engineer; **Milburn Johnston**, Vice President and San Francisco Branch Manager, *Campbell-Ewald Co.*; **Ray Davies, Jr.**, Sales Engineer, *General Refractories Co.*; and **Earl P. Wilsey**, President, *Wilsey & Ham*, Engineers, Millbrae, San Rafael and Lafayette.

Below are (left to right): **Philip E. Gannon**, Partner, *Keller & Gannon*, Consulting Engineers; **Hal Dunleavy**, Director, *Western Research Institute*; **Hunter S. Robbins, Jr.**, *Robbins & Ritchie*, Oakland; **John Ritchie**, *Robbins & Ritchie*, San Francisco; and **John W. Gloe**, Architect.



P. E. Gannon

H. Dunleavy

H. S. Robbins, Jr.

J. Ritchie

J. W. Gloe

STANFORD PRESIDENT J. E. Wallace Sterling has been named to the policy board of the International Industrial Development Conference to be held in San Francisco, October 14-18, sponsored by TIME-LIFE International and Stanford Research Institute.

SPONSORS of the 3rd Western Plant Maintenance and Engineering Show scheduled for San Francisco June 11-13, state that more than 40,000 industrial plants are finding scientific maintenance a major activity in which big cost reductions can be achieved. **W. P. Fuller III**, former Chamber president and member of the show's board of sponsors, reports. . . .

CHARLES G. FRANCIS has been appointed manager of a new Western regional information office for International Business Machines Corp. in San Francisco to serve news media in the eleven Western states, Hawaii and Alaska. . . .

J. B. S. JOHNSON, JR., newly-elected president of Otis McAllister, recently completed a tour of Guatemala, Costa Rica, Panama, and Colombia. . . . **RAYMOND C. PENFIELD** has joined *Facts Consolidated* as research associate and manager of the San Francisco office. . . .

FOOD MACHINERY AND CHEMICAL, San Jose, has been awarded a \$1,225,000 Army Ordnance contract. . . .

SECOND ANNUAL BLACK AND WHITE Symphony Ball will take place April 26 at the Sheraton-Palace, St. Francis, Fairmont and Mark Hopkins for the benefit of current operating expenses. . . .

Education-Business Day Invitations Mailed

More than 5000 business executives have been invited to visit the city's public schools in observance of the seventh annual Education-Business Day May 1, sponsored by the Chamber and the Board of Education.

Formal invitations have been mailed by the Chamber on behalf of the city's school teachers along with a letter from Chamber President E. D. Maloney.

UNITED AIR LINES set new February records for passenger and air freight traffic. . . .

COLUMBIA-GENEVA DIVISION OF U.S. STEEL announced three promotions in the Traffic Department: **John F. Maloney** as Traffic Manager, **V. J. Harrington** as Assistant Traffic Manager, and **L. M. Beerup** as Supervisor of Transportation. . . .

DANIEL J. MCGANNEY, JR., new chamber member, is Resident Manager of **Lionel D. Edie & Company, Inc.**, investment counselors and economic consultants, 41 Sutter Street. . . .

UNIVERSITY OF HAWAII announces the fourth session of its Advanced Management Program, six weeks in length and designed for senior executives, to be held on its campus beginning July 15.

Charles S. Thomas Featured Speaker During 'Invest in America' Week

Charles S. Thomas, Secretary of the Navy until April 1 of this year and former Assistant Secretary of Defense, will speak Monday noon, April 29, at the Garden Court of the Palace Hotel as a highlight of "Invest in America" week.

E. D. Maloney, President of the Chamber, will preside. Special guest will be **T. S. Petersen**, President of Standard Oil Co. of California and National Chairman of "Invest in America Week." **Roy C. Luks**, President of California Packing Corp. and northern California Chairman of "Invest in America" week, will be Chairman of the Day.

The luncheon is sponsored by the northern California committee in cooperation with the Chamber, the San Francisco Bond Club, Security Analysts of San Francisco, and the Pacific Coast Stock Exchange, San Francisco Division.

Vital Importance of Freeways Stressed at Opening of Main and Beale Street Ramps

"We are a long way from solving all of our traffic problems, but think of what San Francisco would be with the bridges but without the excellently designed and rapidly growing freeway system to get the traffic into one particular section of the city, or across it to the other counties!"

Chamber President E. D. Maloney thus summed up the vital importance of freeway facilities when he welcomed members of the California State Highway Commission and the California State Division of Highways at a luncheon given in their honor on Monday at The Village, following ceremonies marking the opening of the first unit of the Embarcadero Freeway, including the Main and Beale Street ramps.

"The single fact that nearly thirty-four million vehicles a year now pass over the Bay Bridge to traverse or to remain in San Francisco underlines the tremendous value to the region of such miracles of engineering as the Bay Bridge, the Golden Gate Bridge and the freeway system, the newest unit of which we saw today," Maloney said.

CALENDAR—CHAMBER EVENTS

April 15—MARKETING AND SALES PROMOTION COMMITTEE MEETING—1st floor conf. room, Chamber, 10:30 a.m.

Agenda: "Better Your Living Project."

April 15—LUNCHEON CO-SPONSORED BY AVIATION, TRANSPORTATION, AND WORLD TRADE GROUPS—Italian Room, St. Francis Hotel, 12 noon.

Speaker: Yoshio Kojima, Vice President, American Region of Japan Air Lines.

Topic: "The New Japan in the Stream of Free World Commerce."

April 16 WORLD TRADE WEEK AND FESTIVAL COMMITTEE—S.F.A.W.T.A. 1st floor conf. room, Chamber, 2:45 p.m.

April 16—AGRICULTURAL COMMITTEE LUNCHEON—Largue Room, Fairmont Hotel, 12:15 p.m.

Agenda: "Salute to Rural Youth."

April 17—JACKSON SQUARE DAY COMMITTEE MEETING—131 Jackson Street, 10:40 a.m.

April 17—EXECUTIVE AND POLICY COMMITTEES, S.F.A.W.T.A.—Panelli's Restaurant, 12 noon.

April 17—GRAND NATIONAL JUNIOR LIVESTOCK EXHIBITION LUNCHEON—Roundup Room, Cow Palace, 12:30 p.m.

April 17 RETAIL MERCHANTS ASSOCIATION BOARD MEETING—Press and Union League Club, 555 Post Street, 8 a.m.

Agenda: Street Management Committee Report and Legislative Matters.

April 18—BOARD OF FIRE UNDERWRITERS OF THE PACIFIC LUNCHEON—Commercial Club, 12 noon.

Agenda: Commemoration of 31st Anniversary of San Francisco Fire and Earthquake.

Speaker: Mervyn LeRoi, Director-Producer, Warner Bros. Pictures, Inc.

Topic: "Time Out For Yesterday."

April 23—GREAT GOLDEN FLEET—Hunter's Point, 3:15 p.m.

Agenda: Flashing "Adventures" to Take Small Group of Officers of the Industrial College of The Armed Forces on Tour of Waterfront Facilities.

April 23—SECOND CENTURY CLUB—12 noon.

April 23—SUB-COMMITTEE ON TRADE RELATIONS WITH ITALY—1st floor conf. room, Chamber, 2:45 p.m.

April 25—MANUFACTURERS COMMITTEE—Fairmont Hotel, 12 noon.

April 26—SUB-COMMITTEE ON TRADE RELATIONS WITH AUSTRALIA—1st floor conf. room, Chamber, 2:45 p.m.

BAY REGION BUSINESS

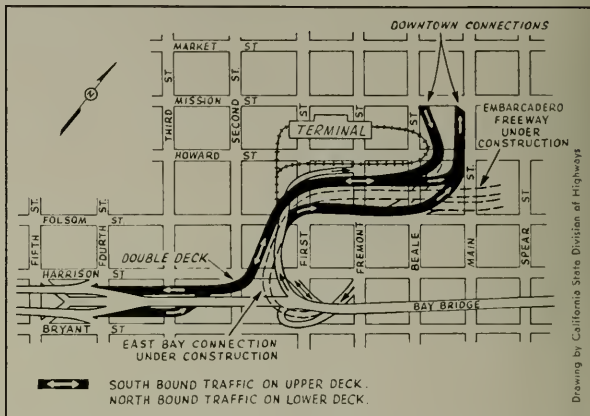
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARKOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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FIRST EMBARCADERO FREEWAY UNIT

San Francisco Progressogram * - - - - - No. 28



Drawing by California State Division of Highways

MAIN AND BEALE STREET RAMPS—New access to and from downtown area.

Recently opened ramps of the first unit of the Embarcadero Freeway will become an integral unit of the San Francisco Skyway and will bring East Bay and Peninsula traffic closer to the heart of the city. The double deck reinforced concrete structure provides an extension of the James Lick Memorial Freeway, with opposing traffic moving on separate levels. Traffic from the East Bay will be handled on the lower deck of a parallel structure.

The reverse traffic movement from Mission Street to the Bay Bridge and East Bay points will be opened later in the year. All of the original ramps will continue to serve traffic.

The California Highway Commission allotted \$5,400,000 for this initial project and work began early in 1955 by the contractors, McDonald, Young & Nelson Company and Morrison-Knudsen Company. The contract included 45,000 cubic yards of concrete, 73,650 lineal feet of steel piling and 13,000,000 lbs. of bar reinforcing steel.

The double deck construction was designed to afford maximum service to motorists with a minimum right of way space for the route. It also provides more safety for motorists by separating the two directions of traffic.

Two additional projects are presently under way as parts of the Embarcadero Freeway. The portion from Fremont to Mission Street is estimated to be completed about July 1, 1957, at a cost of \$1,753,545, and the extension to Broadway at Vallejo Street by the Fall of 1959, at a cost of \$7,800,000. Charles L. Harney, Inc., is the contractor on both of these projects.

The downtown connections, or ramps, will serve as the terminal of the freeway until the Fall of 1959, when the extension along the Embarcadero to Broadway at Vallejo Street is scheduled for completion. Some congestion during peak hours is therefore anticipated pending completion of the extension. However, congestion at the present northbound off-ramp at 4th and Bryant Streets and at the First Street off-ramp should be considerably relieved.

* A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.



MAYOR GETS KEY—Mayor George Christopher receives a key, symbolizing the theme of the 1957 Golden Gate Trade and Maritime Festival, from Barbara Brennan, last year's Festival Queen. Looking on (left to right) are Richard Nelson, Chairman of World Trade Week, and Robert Mayer, president of Pacific American Steamship Association. The ceremony, held in City Hall, officially opened solicitation of funds for the Festival.

Committee Chairmen Named For World Trade Week

Committee chairmen for World Trade Week, May 19-25, have been announced by Richard N. Nelson, vice president of the James S. Baker Co. and general chairman of the annual event.

The week-long salute to trade through the Golden Gate has been sponsored by the Chamber and its affiliate, the San Francisco Area World Trade Association, for 21 years.

James P. Wilson, manager of the Chamber's (Turn to page four)

Chamber Lauded—

JUNIOR GRAND NATIONAL AUCTION SALES BRING ALL-TIME RECORD PREMIUM PRICES

Wilson Meyer, president of the Cow Palace, has congratulated the Chamber for its successful drive to guarantee premium prices for exhibitors at last week's Grand National Junior Livestock Exposition.

Largest Turnout in History of E-B Day Predicted by Chairman

More than 750 business executives, including representatives from about 200 firms, are expected to visit the city's public and parochial schools during Education-Business Day next

Wednesday, according to Harry J. Williams, Chairman of the Business-Education Committee of the Chamber.

"This will be the largest turnout in the history of the seven-year old event," Williams said. "I am confident that all who visit the schools will leave with a much better idea of the objectives behind modern education."

"Chamber officials and their teacher-hosts are all confident that this will be the most successful E-B day in our history."

The event, sponsored by the Chamber and the Board of Education, aims at mutual understanding of the problems, goals and techniques in education, commerce and industry.

Business-Education Day, a complement to E-B Day, is held in the Fall with teachers visiting business and industrial firms.



Harry J. Williams

"Our recent appeal to you for stimulation of community understanding of the value and importance of this great Junior Show brought immediate action," Meyer stated in a letter to Chamber President E. D. Maloney. "The San Francisco Chamber of Commerce, its efficient Agricultural Committee, plus your own personal leadership and interest developed prompt commercial and city-wide backing for the fat stock sales."

"Through the results of the '57 junior show, I believe that San Francisco made many new friends and consolidated many old ones among our neighbors in the livestock country. We feel sure that these fine young citizens—our junior livestock exhibitors—left the Cow Palace with friendly thoughts of an early return to San Francisco," Meyer stated.

A Special Sales Development Committee composed of about 300 Chamber members was appointed by Maloney to stimulate premium prices at auction sales. Carl L. Garrison, manager of the B. F. Porter Estate and former secretary-manager of the Cow Palace, is chairman, working closely with Ray B. Wiser, chairman of the Chamber's Agricultural Committee.

\$10 Billion Annually Needed to Keep U.S. On a Sound Footing

An estimated \$10 billion per annum is needed from the savings of the public to keep the country's free enterprise system rolling during the next decade.

That's the prediction of Roy G. Lucks, northern California Chairman of Invest in America week which begins Sunday and ends a week from tomorrow.

Luck said "one of the gravest problems facing American business and industry is to unearth capital funds to pay for expansion and modernization required to keep pace with population growth."

Lucks, president of the California Packing Corp., is Chairman of the Day for the Invest in America luncheon to be held Monday at the Sheraton-Palace Hotel under the cosponsorship of the Chamber, the San Francisco Bond Club, Security Analysts of San Francisco and the Pacific Coast Stock Exchange, San Francisco Division.

The speaker will be former Secretary of Navy Charles S. Thomas. Co-chairmen are Dennis H. McCarthy, vice-president of The First Boston Corp., and Gerald F. Brush, vice president of Brush Slacumb & Co., Inc., Chamber President E. D. Maloney will preside.

Lost Market?

LIFTING OF U.S. EMBARGO ON TRADE WITH RED CHINA URGED BY SHIPPING PUBLISHER

Relaxation of the U.S. Government's embargo policy regarding trade with Red China was urged by Malcolm W. Boyd, assistant publisher of the Pacific Shipper, at a luncheon held recently at the Fairmont Hotel by the San Francisco Area World Trade Association.

Boyd said that the list of European and Japanese shipping companies doing business in Chinese Mainland ports "reads like a maritime blue book." He warned that a continued U. S. embargo means "forfeiture of trade to the British and Scandinavians if and when the time comes that the embargo is lifted, at least for non-strategic materials."

"We trade with Russia and the satellites, why not China," Boyd asked.

Boyd also said "the electorate of the coun-

try" is entitled to more accurate information from U. S. Government sources. "We are too dependent on Chinese propaganda and reports of foreign businessmen touring China because the State Department won't allow American newsmen to enter the country."

"We should put the heat on our own Government to get non-military facts about what is going on in China."

"The State and Defense Departments won't tell us the extent of shipping calling at Chinese ports," he continued, "consequently we're fumbling in the dark for the facts."

Loring K. Macy, director of the Bureau of Foreign Commerce of the U. S. Department of Commerce, spoke on "Trade and Investments Work for Us and Our Friends Abroad."

Building for the Future—

NINE BAY REGION FIRMS TOP \$10 MILLION MARK IN INDUSTRIAL EXPANSION COMMITMENTS

Nine individual manufacturing firms topped the \$10 million mark in investment capital committed for industrial expansion last year in the Bay Region, according to the Chamber's Industrial Department.

The firms were: Bethlehem Pacific Steel of San Francisco, General Motors Corp. and Lockheed Aircraft Corp., both of Sunnyvale, and Douglas Aircraft Co., Inc. of Nimbhus (Sacramento County), all in transportation equipment; Aerojet-General Corp. of Nimbhus, fabricated metals group; International Business Machines, Inc. of San Jose, electrical machinery; California & Hawaiian Sugar Refining Corp., Crockett, food and kindred products; Crown Zellerbach, San Francisco, paper and allied products; and Columbia-Geneva Division of U. S. Steel, Pittsburg, primary metals industry.

Out of \$436,559,545 committed by 811 firms in northern California's 48 counties, a total of \$405,282,777 was scheduled by 680 firms in the Bay Region's 13 counties.

Transportation, with four firms each committing more than \$10 million, scheduled \$117,233,451 out of northern California's total of \$118,096,576 to lead all categories.

Although not in the \$10 million category, General Electric, with ten enterprises sprawled over the Bay Region, was among the foremost firms in the electrical machinery category. General Electric establishments include an atomic power plant (\$5 million to \$10 million), another devoted to atomic power uses and an electrical supplies company, all at San Jose, two microwave laboratories at Palo Alto; a communication equipment plant at Redwood City; transformers, Oakland; advanced propulsion system, San Ramon; another atomic power plant at Livermore; and an atomic laboratory at Pleasanton.

Individual firms with commitments of \$5 to \$10 million: California Packing Corp., Stockton; Diamond Match Co., Red Bluff; California Container Corp., Santa Clara, and Crown Zellerbach, Antioch; Standard Oil Co. of California, Richmond; Marchant Calculators, Inc., Emeryville; and General Electric Vallejo, Livermore.

Osaka Greeting Slated As Part of Chamber's Far East Business Tour

As a prelude to the Far East Business Tour, which begins a week from today, Mayor George Christopher has officially designated Osaka, Japan as this city's counterpart in "Operation Town Affiliation."

Affiliation arrangements were completed early this week and announced at a reception in the Mayor's office.

Guests included Akira Nishiyama, Consul General of Japan; John D. Sullivan, Public Service Director of the City and County of San Francisco; Joseph K. Allen, the Mayor's Secretary; Louis Sutter, President of the Recreation & Park Commission; city and steamship officials and officers of the Chamber and the Japanese Chamber of Commerce.

The Mayor's greetings to the Mayor of Osaka will be conveyed during the 25-day, 18,000 mile tour which includes visits to Hong Kong, Manila and many cities in Japan.

Among those who plan to take the tour are Richard J. Abbott, Assistant Manager of the Chamber's World Trade Department, John G. Ziel, Ziel and Company, Inc.; John S. Bolles, architect; and George Martin, Macon, Ga., theatre magnate.

GENERAL BUSINESS ACTIVITY THROUGH MARCH, 1957

TREND: Business activity in San Francisco and the Bay Region during the first quarter of 1957 topped first quarter records of all previous years.

The Chamber's business activity index during the first quarter averaged 4.1 per cent above last year. The March index at 151 was 1.8 per cent below March of 1956, but there was one less trading day this year.

Financial transactions throughout the 13-county Bay Region totaled 18.9 billion dollars and were up 1.9 billion dollars or 11 per cent, compared to the first quarter of last year. Employment in the six-county metropolitan area averaged 1,073,200 during the first quarter, surpassing the same period last year by 2.6 per cent. Average weekly earnings of production workers in February amounted to \$95, compared to \$88 a year ago.

First quarter electrical energy sales and industrial and commercial water sales were leading the same period of last year.

BRANCH OF ACTIVITY

*GENERAL BUSINESS ACTIVITY INDEX

CONSTRUCTION PERMITS

	Total Number	Value \$
(Residential, New)	910	7,254,487
Dwelling Units	1,180,979	59.3
Single-family units, New	91	68.6
Non-residential, New	71	44.1
Additions, Alterations and Repairs	3,226,100	1,281.7
Nine County dwelling units authorized	2,772,412	112.8
Value \$	2,261	42.3

REAL ESTATE—Deeds Recorded

	Number	Value \$
	1,516	9.1

*RETAIL DEPARTMENT STORE SALES

	Index	Value \$
FINANCE Bank Deposits	100	11.5
Postal Receipts	4,181,201	407
Pacific Coast Stock Exchange	2,670,614	2.7
Shares traded	2,731,895	7,954,346
Market Value \$	47,414,332	154,302,170

COMMERCIAL FAILURES

INDUSTRY TREND—s. County Total Employment

	(earnings)	(employment)
Mfg. Average Weekly Earnings	91.94(a)	8.1(a)
Manufacturing	216,160(p)	2.4
Construction, contract	69,600(p)	6.8
Finance, insurance, real estate	68,900(p)	3.9
Retail trade	172,800(p)	0.6
Wholesale trade	79,200(p)	3.8
Service	238,600(p)	3.7
Trans., comm., & utilities	121,300(p)	1.0
Agriculture	15,730(p)	1.3
Govt.—Federal, state, city	91,400(p)	2.2
Other	2,500(p)	0.7

TRANSPORTATION—Freight car movement

	Number	Index
S. F. Airport Planes In and Out	128,674(a)	8.6
Passengers Off and On	10,600(b)	0.1
Air Mail Loaded and Unloaded	225,477(a)	12.3
Air Express Loaded and Unloaded	2,658,465(a)	2.5
Air Freight Loaded and Unloaded	737,894(a)	6.4
Rail Express Shipments	5,597,953(a)	3.8
Truck Movement—S. F. Area	17,198	5.5
Out-of-State passenger car entries into N. C.	151.8	5.0
Index	52,245	6.1

PORT OF SAN FRANCISCO—Revenue Tons

	Revenue tons	Revenue tons
Container	485,318	24.1
Inland Waterway	13,497	16.1
Intercoastal	10,416	29.5
Foreign	22,515	45.6
Revenue tons	255,792	17.7

CARGO VESSELS (San Francisco Bay)

	Number	Index
Milions of Registered Tons	399	9.3
Utilities Ind. & Comm. Gas Sales	1,904,341	13.8
*Elec. Energy Sales, K.W. Hrs.	1,498,343,800	9.7
Water Consumption, Comm. & Ind.	154	1.8
Index	122,352,000	-3.3

NEW DEVELOPMENTS

	Number	Index
Visitor and Newcomer Inquiries	1,605	4.8
Bay Bridge Vehicle Crossings	2,835,596	0.7
Golden Gate Bridge Vehicle Crossings	1,235,982	1.1

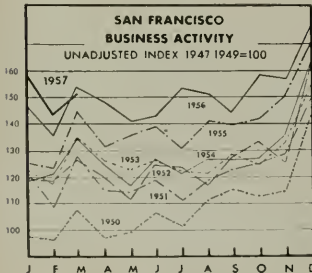
FRUIT & VEGETABLE RECEIPTS

	Number	Index
LIVESTOCK SLAUGHTER (Imp. Dist.)	2,924(a)	0.2
*S. F. CONSUMER PRICE INDEX All Items	99,000(a)	-22.0
Index	121.6(c)	4.9

*INDEX BASE (1947-49 Monthly Average = 100). (a) February latest, (b) 2 months, (c) December quarter, (p) preliminary.

Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE



Hitting the High Spots

With JIM WARNOCK

CHAMBER PRESIDENT E. D. MALONEY welcomed the California Hay, Grain and Feed Dealers Association to San Francisco at the opening convention session this morning at the Fairmont Hotel.

NEW MEMBERS OF THE CHAMBER will be welcomed at a special "Get Acquainted" luncheon on Monday, May 6, in the Princess Room of the Hotel Bellevue. Members of the Second Century Club will act as hosts and Jack Giesler, President, will preside. Speaking briefly will be Chamber President E. D. Maloney, General Manager G. L. Fox and Harry C. Munson, Chairman of the Member Ship Committee.

THE GREAT GOLDEN FLEET of the Chamber and the Inter-City Section invite all members to join a cruise to Napa on May 3 for a meeting with area civic leaders and tour of the Beringer Bros. Winery. The cruisers of Commodore Dan E. London and the fleet captains will depart from San Francisco Yacht Harbor at 11:30 a.m. Reservations can be made by calling the Chamber, Ext. 76.

WIDE WIDE WORLD, KRON-TV, will feature a special program on San Francisco 4 to 5:30 p.m., next Sunday starring the S.F. Ballet with original choreography by Law Christensen and original music by David Brothman, the program's musical director. Panoramic scenes of the city and Golden Gate Bridge will form the background of the program which was arranged in cooperation with the Chamber's Publicity Department.

TOYS FROM ITALY, LAND OF PINOCCHIO, first exhibit of its kind on the West Coast, will show 400 toys and will open to buyers on May 15 and to the public May 18 to 26 in conjunction with the International Trade & Travel Exhibition at the World Trade Center as part of World Trade Week. Sponsors are the Italian Institute for Foreign Trade and Dr. Plinio Mazarini, Italian Commercial Attaché, in cooperation with the Italian American Chamber of Commerce of the Pacific Coast and the World Trade Center.

SECOND CENTURY CLUB members were the guests of the Great Golden Fleet on Thursday for a cruise of San Francisco and San Pablo Bays.

A MILLION RADIO LISTENERS in New York and Canada heard "Easter in San Francisco," a special report by Bob Hanson of KSFO arranged by the Chamber's Publicity Department over WFUV-FM Fordham University, New York City.

SAN FRANCISCO AREA WORLD TRADE ASSOCIATION Commodities and Services Committee, W. J. Gilstrap, Chairman, has gone on record against government quotas and other restrictions on the importation of Japanese plywood.

BOARD OF STATE HARBOR COMMISSIONERS and the Port Director have been commended by the San Francisco Area World Trade Association for recently announced plans for expansion of pier facilities.

UNITED AIR LINES will inaugurate the first through DC-7 one-stop service over offered between San Francisco and Philadelphia tomorrow when the company's present San Francisco-Washington service is extended. Also added will be non-stop service between San Francisco and San Diego and increased frequency of service between here and Reno.

SENATOR MARGARET CHASE SMITH of Maine will be honored by the League of Women Voters of San Francisco at a brunch at 12:30 p.m. in the Mural Room, St. Francis Hotel, on Sunday, June 9 and will deliver her first major address in the Bay Region.

NEW MEMBERS IN RECENT MONTHS



S. C. Tait

D. D. Smith

N. R. Gray

D. J. Murphy

L. E. Dake

New members recently added to the Chamber shown above (left to right) include Stuart C. Tait, president, *Tait Appraisal Co.*; Donald D. Smith, president, *Pacific Industries, Inc.*; Nual R. Gray, attorney; Daniel J. Murphy, owner, *General Office Systems Co.*; and Leland E. Dake, partner, *Cresap, McCormick and Paget*.

Below are (left to right): Harold M. Hansen, architect, *Hansen & Winkler*; Richard Tannen, San Francisco manager, *Lane Bryant, Inc.*; Bill Battles, regional director, *The Diners' Club, Inc.*; Norman Impelman, partner, *Impelman & Johansen Insurance Brokers*; and Alfred B. Sabin, consulting engineer.



H. M. Hansen

R. Tannen

B. Battles

N. Impelman

A. B. Sabin

PAN AMERICAN WORLD AIRWAYS has announced the appointment of O. C. Shine as passenger sales supervisor with headquarters in San Francisco.

7500 FOREIGN CARS passed across the Port of San Francisco docks during the first quarter of the year, top manufacturing countries being Germany, England, France, Italy and Sweden.

TENTH ANNUAL INTERNATIONAL Systems meeting, first to be held in the West, will convene in San Francisco October 7-9.

DUO-BED CORPORATION, leading national manufacturer of hotel bedding equipment, is converting the premises formerly occupied by Lucky Pierre's and Rickey's Town House to one of the country's most exotic commercial showrooms.

SAN FRANCISCO PUBLICITY CLUB announces new officers recently elected: Jack Fearn, John W. Fearn Associates, president; Walter J. Brown, Walter J. Brown Public Relations, first vice president; William P. Walsh, Pacific Telephone & Telegraph Co., second vice president; Sharon Drelle, University of San Francisco, secretary; Claire Baxter, Charles Dahle Public Relations, treasurer.

DAVID N. SEDERQUIST, JR., has been appointed sales manager of General Fireproofing Company's Bay Area operations, including the two direct factory branches in San Francisco and Oakland, according to C. W. Straubel, Bay Area manager.

FRANK L. MILLER has been appointed director and consultant in hospital relations for G. A. Brakley & Co., Inc.

LEWIS HOLLAND, Manager of the Chamber's Industrial Department, was elected to the Board of Directors of the American Industrial Development Council at the recent Chicago convention of that organization. Holland called on 40 industrial plant prospects in Chicago, Detroit, Pittsburgh and New York and reported that 10 are interested in new distributing or manufacturing facilities in the San Francisco area. None were perturbed about the March 22 earthquake he reports.

O. N. MILLER has been appointed a vice president of Standard Oil Company of California.

COMMITTEE TO KEEP S.F. STREETS CLEAN, sponsored by the Chamber, Leonard S. Mosias, chairman, awarded permanent possession of trophies to Golden Gate Elementary School and the North Beach District, both having achieved the highest rating in the competition for the second consecutive times. In presentation ceremonies at the school today, Stephen Sullivan, Superintendent, Bureau of Street Cleaning, stated there has been a noticeable decrease in street and sidewalk litter since the campaign began. Mosias pointed out that San Franciscans themselves are responsible for 90% of all litter and urged them to cooperate in street cleanliness in preparation for the tourist season under the slogan "Let's Clean Up—Company is Coming."

SECRETARY OF COMMERCE Sinclair Weeks will speak at a May 3 luncheon at the Fairmont Hotel sponsored by the California State Chamber of Commerce in cooperation with the San Francisco and Oakland Chambers.



AIR DORADO, San Francisco's new "downtown" amphibious airplane service based at Pier 62 in China Basin, two blocks from Third and Townsend, specializes in trans-peninsula and trans-bay taxi service and tours to Lake Tahoe, Clear Lake, Reno, Las Vegas, Lake Arrowhead and points in adjacent states, according to Dallas Masterson, founder and president of the firm and new Chamber member. Twenty-four hour service includes trips of 30 minutes to Stockton 40 to Sacramento 20 to San Jose 40 to Clear Lake and 1:20 to Lake Tahoe.

Chamber Backs Bill Aimed at Prevention Of Debt 'Racketeering'

Chamber Directors have unanimously backed a bill now before the State Legislature designed to prevent "racketeering" in the field of debt counseling, according to Vincent Cullinan, Chairman of the Legislative and National Affairs Section of the Chamber.

The bill, introduced by Assemblyman Caspar W. Weinberger of San Francisco and sponsored by Northern California counseling firms, includes:

- a ceiling of 12 per cent on fees charged by the prorater;
- licensing of debt counselors under the State Corporation Commission;
- a limit on the proraters fee based on the amount of money distributed to creditors.

CALENDAR—CHAMBER EVENTS

April 26 SUB-COMMITTEE ON TRADE RELATIONS WITH AUSTRALIA, SPARTA 1st floor conf. room, Chamber, 2:15 p.m.

April 29 INVEST IN AMERICA WEEK LUNCHEON Garden Court, Sheraton-Palace Hotel, 12 noon.

Speaker: Charles S. Thomas, Secretary of the Navy
May 1954-April 1955
Topic: "America Is A Good Investment!"

April 30 CHEMICAL INDUSTRIES SECTION Fairmont Hotel, 12 noon.

Agenda: Reports by Harold Wood on visit to Los Angeles to the S. P. I. Conference and Exposition, and by Lewis Holland on recent trip East; committee reports.
Speaker: John East, President, Western Chemical Manufacturers Group.

April 30 COMMITTEE ON TRADE RELATIONS WITH AFRICA, SPARTA 1st floor conf. room, Chamber, 2:15 p.m.

May 30 CIVIC DEVELOPMENT COMMITTEE CHAIRMEN 1st floor conf. room, Chamber, 11:45 noon.

MAY 1 VISITOR BUSINESS PROMOTION COMMITTEE 1st floor conf. room, Chamber, 10 a.m.

May 1 SUB-COMMITTEE ON TRADE RELATIONS WITH CANADA, SPARTA 1st floor conf. room, Chamber, 2:15 p.m.

May 7 EDUCATION-BUSINESS DAY 9 a.m.-1 p.m.
Agenda: Chamber members and associates visit San Francisco public and parochial schools.

May 3 SUB-COMMITTEE ON TRADE RELATIONS WITH THE MIDDLE-AST, SPARTA 1st floor conf. room, Chamber, 2:15 p.m.

May 3 INTER-CITY SECTION VISIT TO NAPA—via Great Golden Fleet, all Chamber members welcome, San Francisco Yacht Harbor, 11:30 a.m.

May 3 LUNCHEON HONORING U. S. SECRETARY OF COMMERCE, SINGLETON WEEKS Venetian Room, Fairmont Hotel, 12:15 p.m.

Topic: "Report From Washington."

May 6 LUNCHEON HONORING NEW MEMBERS Bellevue Hotel, 12:15 p.m.

May 7 BETTER YOUR LIVING COMMITTEE—1st floor conf. room, Chamber, 10 a.m.

May 7 CARRIERS COMMITTEE, SPARTA 1st floor conf. room, Chamber, 2:15 p.m.

May 7 TRAFFIC SAFETY AND CONTROL SECTION Room 200, Chamber, 10:30-12 noon.
Agenda: Traffic Safety Experiment.

May 8 STREET, HIGHWAY AND BRIDGE SECTION Room 200, Chamber, 10:30-12 noon.
Agenda: Legislation.

May 10 SUB-COMMITTEE ON TRADE RELATIONS WITH NEW ZEALAND, SPARTA 1st floor conf. room, 2:15 p.m.

City's 'Free Port'

INCREASED PUBLICITY AND PROMOTION NEEDED FOR SAN FRANCISCO'S FOREIGN TRADE ZONE

San Francisco's "free port"—Foreign Trade Zone No. 3—"needs more promotional blood pumped into it if it is to thrive," according to George H. Mahoney, Chairman of the Foreign Trade Zone Committee of the San Francisco Area World Trade Association, Chamber affiliate.

"There are some who view the zone only from a bookkeeper's point of view. The zone's true worth, however, is properly gauged in its value in developing a greater volume of goods passing in and out of the Golden Gate.

"Under the zone system, red tape is cut and business capital untied because payments of duty are contingent upon actual sales. Free trade movement is guaranteed; merchandise exhibitions can be held without bond for an unlimited time.

"All of this guarantees a great flexibility in foreign trade and gives San Francisco, in essence, a free port comparable to the great free ports of Europe and other parts of the world. To keep this free trade alive and prospering on the Pacific Coast, we need intensi-

fied and broadened promotion and publicity.

"Along this line the World Trade Association has strongly urged all authorities concerned, particularly the State Harbor Commissioners and the Director of the Port of San Francisco, to tighten administrative reins, insist on adequate storage space and to get the promotional and public relations programs into high gear.

"The world traders and the Customs service have been cooperating closely with local and federal bodies to make our zone outstanding in the Western States and, particularly, the Pacific trading area."

Prior to the twenties, the Chamber initiated legislation which resulted in the Foreign Trade Zone Law of the United States.

COMMITTEE HEADS NAMED

(Continued from page one)

World Trade department, will act as general coordinator aided by Richard J. Abbott, assistant manager.

Peter Mackey, assistant to the export manager, Atkins, Kroll and Co., is vice chairman and also heads the committee making arrangements for the International Luncheon honoring foreign consuls, commercial attaches, foreign chambers of commerce and trade centers in the Venetian Room of the Fairmont Hotel on May 21. Mackey is assisted by Jack T. Buckley, freight sales coordinator, American President Lines, who is vice chairman.

Richard P. Conlon, Richard P. Conlon and Associates, is chairman of the International Trade & Travel Exhibition to be held at the World Trade Center May 18-26. He is assisted by Frank Feliz, manager, World Trade Center.

Del Erdmann, international banking department, Bank of America N.T. & S.A., and President of the Junior World Trade Association of the Chamber, is chairman of the International Ball honoring Bay Area foreign students, among others, in the Gold Room of the Fairmont Hotel on Saturday, May 25. Erdmann is also arranging for continuous free showings of travel films at the World Trade Center by members of the I.W.T.A. in conjunction with the International Trade & Travel Exhibition.

Robert Taylor, vice president, foreign department, American Trust Co., is Chairman of

FOR WORLD TRADE WEEK

the Finance Committee, assisted by Walter I. Nelson, treasurer, Frazar & Hansen, Ltd., Vice Chairman.

James D. Warnock, Manager of the Chamber's Publicity Department, is Publicity Chairman, assisted by Leslie I. Hood, public relations director, World Trade Center.

M. A. Cremer, secretary-manager, Marine Exchange, Inc., is Speakers Bureau Chairman. B. A. Malone, commercial representative, R.C.A. Communications, is Display Chairman.

World Trade Week will take place as part of the Golden Gate Trade and Maritime Festival, May 19-26, which also includes National Maritime Day on May 22 and the Harbor Festival, May 20-26.

Theme of the Trade and Maritime Festival is "Ships—Trade—Travel—Keys to Your Prosperity." The event is sponsored by the Propeller Club (Port of San Francisco), San Francisco Area World Trade Association, San Francisco Chamber of Commerce and San Francisco Junior Chamber of Commerce.

Cooperating agencies are the Board of State Harbor Commissioners, Marine Exchange, City and County of San Francisco, World Trade Center, San Francisco Maritime Union and the Junior World Trade Association.

General chairman of the festival is Donald R. McCurdy, district sales representative, Matson Navigation Co., and Projects Chairman, Marine committee of the San Francisco Junior Chamber of Commerce.

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JOSEPH I. HAUGHEY, Editor

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BACK TO SCHOOL—Businessmen J. H. Dalton (left) district credit manager of Tide Water Associated Oil Co., and R. B. Worthington, manager of Household Finance Corp., listen to 'teacher' Jacqueline Wong of Commodore Stockton elementary school while Johnny Gee looks on during the recent 7th annual Education-Business Day. About 850 Chamber members from 200 firms visited 79 schools, the largest turnout in the history of the event. Business-Education Day, the complement of E-B Day, will be held this Fall according to Chairman Harry J. Williams.

Lieut. General Irvine Armed Forces Speaker

Lieut. General Clarence S. Irvine, Deputy Chief of Staff, Materiel, United States Air Force, will be the chief speaker at the annual Armed Forces Day luncheon a week from today at the Commercial Club.

"Armed Strength—Key to Survival" will be the subject of his address; Chamber President E. D. Maloney will preside at the luncheon sponsored by the Chamber, the San Francisco Squadron of the Air Force Association and the Commercial Club.

Co-chairmen of the day will be Stuart D. Menist, Brig. General, USAR, and chairman of the Chamber's Armed Forces Section, and Thomas W. Barbour, squadron commander, San Francisco Squadron, Air Force Association.

Federal Agencies' Directory Issued by Research Dept.

The Chamber's Research Department has compiled and issued the 1957 Federal Agencies Directory for San Francisco, the Bay Area

GOLDEN GATE TRADE & MARITIME FESTIVAL WORLD TRADE WEEK CALENDAR

May 18-26 International Trade & Travel Exhibition, Italian Toy Show, World Trade Center, 11 a.m. to 8 p.m.

May 20-26 Harbor Festival, Aquatic Park: Water sking, rowing exhibition, Sea Scout competition, hand concert. "Free boat rides, bus tours, open house on ships and along Embarcadero."

May 21 International Trade Luncheon, Venetian Room, Fairmont Hotel, Congressman William S. Mailliard, speaker.

May 22 National Maritime Day Luncheon, Commercial Club, Benjamin F. Gull, Vice Chairman, Federal Maritime Administration, speaker; memorial ceremonies honoring members of American Merchant Marine lost at sea, Golden Gate Bridge.

May 23 Matson Day at Shrine Luncheon, honoring Rhoda Hedges, Miss Golden Gate of 1957.

May 25 International Ball, Gold Room, Fairmont Hotel, honoring, among others, Bay Area foreign students.

**"SHIPS—TRADE—TRAVEL—KEYS TO
YOUR PROSPERITY"**

World Trade Week Festivities Scheduled

Final plans for World Trade Week, May 19-25, sponsored by the Chamber and the San Francisco Area World Trade Association for 21 years, have been announced by Richard Nelson, World Trade Week chairman.

The tenth annual International Trade & Travel Exhibition to be held at the World Trade Center May 18 to 26 will feature displays by more than sixty nations and firms, a special exhibit stressing the festival theme—"Ships—Trade—Travel—Keys to Your Prosperity," showing of 125 sound and color films from countries around the world, a treasure chest contest in which visitors bearing the 100 lucky keys of 20,000 distributed throughout the city will win valuable prizes and qualify for a grand prize, a photo identification contest sponsored by fourteen of San Francisco's official foreign information and travel representatives and offering 14 valuable prizes from those countries, and a marine photography display and contest. Richard P. Conlon is chairman.

Shown concurrently will be "Toys from Italy—Land of Pinocchio," first and largest show of its kind on the West Coast, featuring more than 1400 imports.

Congressman William S. Mailliard will be the principal speaker at the International Trade Luncheon on May 21 in the Venetian Room of the Fairmont Hotel honoring more than 100 members of the San Francisco consular corps and representatives of foreign

(Turn to page 2)



GOLDEN GATE QUEEN—Rhoda Hedges, 19, Matson Navigation typist, receives congratulations on being named "Miss Golden Gate" of 1957 from George Talmage, Jr., head of the San Francisco Area World Trade Association (left) and Donald McCurdy, general chairman of the Golden Gate Trade & Maritime Festival.



MODERN 'LAMPLIGHTER'—Virgil Anthony of P.G. & E. inspects one of four units comprising a pilot installation of modern street lighting at Market and Duboce to aid the city in its study of new equipment. The unit, OV-60, produces about 52,000 lumens of light from its mercury vapor lamp.

Chamber Takes Stand Against Higher Scaled Offshore Oil Royalties

Legislation involving changes in the State's Public Resources Code, permitting the Lands Commission to fix a higher sliding-scale royalty for offshore oil production, has been opposed by the Chamber's Board of Directors.

The Chamber, reaffirming its position taken last November, also urged the Lands Commission to "expedite programs for offshore oil production under existing laws."

"High-sliding-scale royalties would not necessarily insure greater income to the State," commented George F. Hansen, chairman of the Shipbuilding and Ship Repair Committee of the Chamber, "if royalties were increased, cash bonuses would necessarily be smaller."

Agriculture Research Impact Talks Slated

Agricultural research's "dramatic impact" on the development of new products will be the subject of talks to be held Tuesday noon in the Cirque Room of the Fairmont Hotel under the auspices of the Chamber's Agricultural Department.

Speakers will be Dr. George O. Kohler, head of the field crop utility section, research service, U. S. Department of Agriculture at Albany, and Dr. Hans Lineweaver, poultry products section of the research service, USDA.

World Trade Association to Fete Cuba Independence Day

Cuba Independence Day will be observed Monday, May 20, by the San Francisco Area World Trade Association, Chamber affiliate.

Cuba, given its independence by U.S. military authorities in 1902, "traditionally always has had friendly and healthy trade relations

Chamber, Oldest in The West, Celebrates Its 107th Birthday

San Francisco's Chamber of Commerce, oldest in the West, was 107 years old yesterday.

More than 50 new members attended a luncheon Monday at the Bellevue Hotel in observance of the occasion.

Among those present were E. D. Maloney, President of the Chamber; G. L. Fox, General Manager of the Chamber; Jack Giesler, President of the 2nd Century Club; and Harry C. Munson, Chairman of the membership committee.

The Chamber was founded May 9, 1850.

Miller Spearheads Drive to Augment Dallas-SF Service

Charles C. Miller, Manager of the Chamber's Transportation Department, and a group of city officials will attend the Civil Aeronautics Board hearings on the Dallas-to-The-West Case May 21 in Dallas.

The city's official party will also include Mayor George Christopher, Frank R. Needles, Deputy City Attorney, and Harold Messersmith, superintendent of the San Francisco Airport.

Miller will present an exhibit stressing the need of additional trunk line service between this city and Dallas which now has a one-carrier operation.

World Trade Import, Export Guide Issued

Marking the 40th anniversary of the San Francisco Area World Trade Association, the World Trade Department of the Chamber recently issued an expanded and revised Directory of San Francisco Area Importers and Exporters.

Directories were mailed to more than 1000 firms, chambers and ministries of commerce, trade associations, international trade fairs and other business organizations interested in global trade.

The Directory is free to Chamber and SF AWTAs members.

World Trade Week on TV

KRON-TV will present a special half-hour documentary on world trade and the maritime industry, honoring World Trade Week and the Golden Gate Trade & Maritime Festival on May 19 at 1 p.m.

Bolles Represents City on Far East Tour

With architect John S. Bolles as Mayor Christopher's official representative, the Far East Business Tour sponsored by the Chamber and the San Francisco Area World Trade Association departed from San Francisco International Airport last Friday via Pan American World Airways.

The 18,000-mile 25-day tour includes Japan's industrial centers, the International Trade Fair in Tokyo, Osaka, Hongkong, Manila and Honolulu.

At Osaka, Bolles will inaugurate the city's affiliation with San Francisco, to begin a continuing cultural and economic exchange program between the two cities sponsored by the Chamber, the SFAWTA, and Operation Town Affiliation.

World Trade Week

(Continued from page 1)

chambers of commerce and trade centers. His subject will be the festival theme: "Ships—Trade—Travel—Keys to Your Prosperity." Chamber President E. D. Maloney will preside, Peter Mackey is chairman.

More than 1000 foreign students in the Bay Area will be honored at the International Ball, Gold Room, Fairmont Hotel on Saturday, May 25. Del Erdmann is chairman.

Contributing sponsors of World Trade Week as of May 3rd were:

Wm. Greene & Co., Allied Cannery & Packers, Sterling International, General Export Co., National Carloading, Razon Co., Atlanta Trading Co., Relvis Trading Co., H. M. Newhall & Co., Fireman's Fund Insurance Co., R. S. Turner Co., Getz Bros., Hoyt Shepston & Sciaroni, Alberto Scott & Co., Liberty Gold Fruit Co., Mark Ross & Co., Frank P. Dow, J. E. Lowden, Harper Robinson & Co., Fidelity Trading Co., The Beton Co., Inc., H. B. Thomas & Co., Atkins Krall, Paul & Smith Corp., Thornley & Pitt, S. & W. Fine Foods, M. S. Cowan, Wilbur-Ellis Co., Connell Bros. Co., Pacific Veg. Oil Corp., Chubb & Son, Pan American World Airways, Frazier & Hansen, Bissinger & Co., Berelson Inc., U. S. Trading Co., James S. Baker Co., Richard P. Conlon & Assoc., American Import Co., Alexander Baldwin Ltd., Hills Bros. Coffee, W. R. Grace & Co., Arthur J. Fritz, Mackay Radio & Telegraph.

The above names do not include firms contacted by the Propeller Club and the San Francisco Junior Chamber of Commerce.

Inter-City Section Visit To Klamath Falls Set

All interested Chamber members are urged to join the Inter-City Section trade development tour of Klamath Falls, Medford and Ashland, Oregon, on May 22 and 23, according to Emmett Fitzpatrick, chairman. Round trip transportation by air and incidentals will be about \$60 a person. William Reanier is trip chairman. Reservations may be made by calling the Chamber, Ext. 63.

Hitting the High Spots

WITH JIM WARNOCK

CHAMBER PRESIDENT E. D. MALONEY will welcome delegates to the annual convention of the State Jurisdiction of the Knights of Columbus at their opening session in the Hotel St. Francis on May 17. . . .

PUNCH-CARD SYSTEMS OF PERSONNEL Classification are coming into wider use in business according to *Western Report*, publication of Western Employers Service. . . .

UNION SQUARE FASHION SHOWS, July 25-26, highlighting San Francisco's average July temperature of 58.9 degrees, will usher in the Fall fashion season. New women's and children's wear will be shown in the San Francisco Fashion Industries event. . . .

S. S. LEILANI will be completely redecorated in a multi-million dollar program to integrate Hawaiians with Hawaiian color and charm, according to *Hawaiian Steamship Co., Ltd.*, operators, and *Textron, Inc.*, owners. . . .

MAYOR GEORGE CHRISTOPHER has been named honorary chairman and **Matthew J. Boxer** general chairman of the soccer game between the world famous Glasgow Celtics and the San Francisco All-Stars on June 5 at Kazer Stadium. . . .

LEWIS M. HOLLAND, Manager of the Chamber's Industrial Department, and **O. R. Doerr**, Chairman of the Industrial Advisory Committee, left yesterday for a two-day tour of the Sanger (Fresno County) area as guests of the Sanger District Chamber. . . .

NINE FINALISTS in the Miss San Francisco contest will be the special guests of the *Key Man Society* in a dinner meeting at the Montclair Restaurant on May 14. . . .

GRAND NATIONAL WORLD'S Champion Jumper Sweepstakes, with an estimated \$16,000 in prizes, will highlight the 1957 *Grand National Horse Show* at the Cow Palace, November 1-10, and provide exhibitors with a major new feature. . . .

A NEW CONCEPT IN FLY-AND-DRIVE travel is being introduced by *Western Air Lines* and *Avis Rent-A-Car* with the invitation to "fly your car to California for only \$10," offering *WAL* passengers a new car for 24 hours at their destination, including gas, oil, insurance and 50 miles of driving. . . .

SENIOR CITIZEN WEEK has been proclaimed May 13-18 in San Francisco, observing fourth annual Senior Citizen Hobby Show in the downtown Emporium auditorium, sponsored by the Chamber, Recreation and Park Department, Public Library, Adult Education Division, Unified School District, Labor Council and Emporium. . . .

CONLON ASSOCIATES, international business counselors, have named *U. S. representatives* for the *Malaya Independence Trade Fair*, to be held in Kuala Lumpur, Malaya, August 24-September 15. . . .

W. R. AMES COMPANY, oldest and largest producer of aluminum irrigation equipment in the world, announces that the first section of its new \$750,000 plant in Milpitas has been completed and is in operation. . . .

SAN FRANCISCO INTERNATIONAL AIRPORT has been designated a terminal for "Surf-Air," new combination motor freight-air cargo service of *Slick Airways*. Cargo from a 200-mile radius will be funneled into the airport by truck, then sped across country by *Slick* in a new concept of freight movement. . . .

STANDARD OIL COMPANY of California's weath-ering of the *Suez crisis* demonstrated that the company's long-term diversification program has made it "as invulnerable as possible to disaster at any one point." Board Chairman **R. G. Folli** recently told stockholders. . . .

NEW MEMBERS IN RECENT MONTHS



W. M. Holtum D. J. McGanney, Jr. F. J. Petrini I. C. Phillips E. K. Albert

New members added recently to the Chamber shown above (left to right) include **Willis M. Holtum**, manager, Western Division, City Mortgage Department, *The Equitable Life Assurance Society of the United States*; **Daniel J. McGanney, Jr.**, resident manager, *Lionel D. Edie Co., Inc.*; **Frank J. Petrini**, *Frank Petrini Co., Inc.*; **Irving C. Phillips**, vice president and general manager, *Radio Station KY J, Inc.*; and **E. K. Albert**, president, *Californian-Pacific Utilities*.

Below are (left to right): **J. D. Nallinger**, executive manager, *Dnimer-Benz of North America, Inc.*; **Pasquale Barra**, *Barra, Inc.*; **Thaden Gluszczyński**, district sales manager, Pacific Division, *Varig Airlines*; **William J. Ball**, *Thacher, Jones, Cusack & Ball, Attorneys*; and **Otto E. Roethenmund**, San Francisco branch manager, *Deak & Co., Inc.* (foreign currency specialists).



J. D. Nallinger P. Barra T. Gluszczyński W. J. Ball O. E. Roethenmund

WESTERN PLANT MAINTENANCE AND ENGINEERING SHOW, Civic Auditorium, June 11, 12, 13, offers Chamber members complimentary tickets if they will call the Chamber, Ext. 14. . . .



JACKSON SQUARE DAY, JUNE 5, honoring the *Jackson Square Association* for the creation of what has been called "the most attractive wholesale decorative center in the country" will be sponsored by the Chamber Business Center Development Committee. Planning for the event are (above, left to right) **David Brady**, Association Chairman; **Mrs. Charles Brown**, President of the Association; and **Neil Callahan**, Chamber Chairman. **Mayor Christopher** and **Chamber President Maloney** will speak at recognition ceremonies, followed by an open house of all firms from 10 a.m. to 4 p.m., to which all Chamber members and their guests will be invited. Cooperating are *Hills Bros.*, *Lengendart Bakesies*, *Coca Cola*, *Willig Freight Lines* and *Hol Cox, Ltd.* . . .

PACIFIC GAS & ELECTRIC CO., California's largest property taxpayer, paid the largest property tax bill in the history of the state—\$50,413,000. . . . **FRED G. GURLEY** has been appointed chairman of the board and chief executive officer of the *San Francisco Railway Company*, and will be succeeded as president by **Ernest S. Marsh**, former vice-president-finance. . . .

SMALL BUSINESS COMMITTEE of the Chamber is cooperating with University of California Extension Division in its workshop in management development. Friday, May 24, 9 to 4, 540 Powell Street. Registration fee is \$12.00, including luncheon, and attendance will be restricted to the first fifty advance registrations received by May 20. . . .

COAST AND GEODETIC SURVEY has published a new nautical chart, No. 5598, covering the Farallon Islands, providing large-scale coverage of the area to meet the requirements of the fishing industry. Copies are distributed by the district offices of the U. S. Dept. of Commerce, at 75 cents a copy. . . .

THE STORY OF CREATIVE CAPITAL, a new motion picture sponsored by the Chamber of Commerce of the United States, will be premiered on Tuesday, May 14 at 10:00 in Nob Hill Theatre, Fairmont Hotel. . . .

ROTHSCHILD, RAFFIN & WEIRICK and *Northern Constructors* have been awarded a contract to construct the new *Mills High School*, Milbrae, for more than \$4 million. Architect is *John Lyon Reid*, San Francisco. . . .

SEATTLE CHAMBER OF COMMERCE recently observed its 75th anniversary of serving that vital area of the Pacific Northwest. . . .

JAMES R. KEYES CO., management engineers, with offices in San Francisco and Los Angeles, announce the appointment of **C. C. Kaller** as district manager, northern California area. . . .

CALIFORNIA INVENTORS ASSOCIATION will show hundreds of inventions never before assembled for public viewing at the *National Invention and Creative Exhibition*, May 18-26, at the *Scottish Rite Auditorium*. . . .

BURGLARY PREVENTION WEEK is being observed by the Bay Counties Peace Officers Assn. according to Sheriff *John Claussen* of *Napa County*, president. Businessmen are urged to warn their staffs not to "advertise" their departure on weekends or vacations. A full set of "do's and don'ts" for "fooling the burglar" may be secured by writing the *Burglary Prevention Committee*, 256 Sutter, S. F. B. . . .

'Only of S.F. Can I Say: Here I Would Like to Live'

London journalists who visited San Francisco on the pre-inaugural flight of the British Overseas Airways Corporation linking this city with London, were lavish in their praise of the 'City by the Golden Gate.'

Among those most poetic in their praise were Leslie Stone, publisher of the "Travel Trade Gazette," a British national weekly. Stone, one of a dozen British writers who made the trip, wrote in part:

"I have seen many, many lovely cities during my travels in the last ten years, but only of San Francisco can I say: Here I would like to live. . . .

"It has just about everything one can ask of life. . . . The people are hospitable, kindly and easy to get along with. . . .

"As the Pacific area develops in competition with the West, as it is surely doing, San Francisco will become the great metropolis

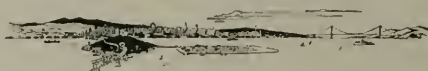
of the Pacific, an area that offers the excitement of adventure. . . .

"The Americans have a natural aptitude for building and interior decoration and in the spaciousness of San Francisco can be seen, to best advantage, some very fine examples of modern American architecture. . . .

"A note of 'faith in the future' is apparent in the everyday life of the city. There is a refreshing enthusiasm for achievement, there is a satisfaction without sophistication. . . .

"There you have it, and I won't attempt to improve on the Chamber of Commerce's uncommercial prose. Neither will I charge it with exaggeration!"

John Stroud, Liverpool "Journal of Commerce," wrote: "San Francisco's prevailing atmosphere, though difficult to define, is probably best described as calm, friendly and peaceful."



CALENDAR—CHAMBER EVENTS

May 10—S.F.A.W.T.A. SUB-COMMITTEE ON TRADE RELATIONS WITH NEW ZEALAND—1st floor conf. room, Chamber, 2:15 p.m.

May 10—CENTRAL AND NORTHERN CALIFORNIA CHAMBER OF COMMERCE EXECUTIVES MEETING—Castellwood Country Club, Livermore, 12 noon.

May 14—S.F.A.W.T.A. COMMODITIES AND SERVICES COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

May 14—AGRICULTURAL COMMITTEE MEETING—Circus Room, Fairmont Hotel, 12 noon.

Agenda: New Developments in Agricultural Research.

May 15—S.F.A.W.T.A. EXECUTIVE AND POLICY COMMITTEE LUNCHEON MEETING—Panell's Restaurant, 12 noon.

May 15—R.M.A. BOARD OF DIRECTORS MEETING—Press and Union League Club, 315 Post St., 8 a.m.

Agenda: Legislation.

May 15—CAPITAL IMPROVEMENT AND LAND USE SECTION—Room 200, Chamber, 10:30-12 noon.

Agenda: Priority of Municipal Projects.

May 16—VISITOR BUSINESS PROMOTION COMMITTEE MEETING—1st floor conf. room, Chamber, 10:30 p.m.

May 17—ARMED FORCES DAY LUNCHEON—Commercial Club, 12 noon.

Speaker: Lieut. General Clarence S. Irvine, Deputy Chief of Staff, Materiel, United States Air Force.

Topic: "Armed Strength: Key to Survival."

May 21—MANUFACTURERS COMMITTEE MEETING—D'Magoo's Restaurant, 12 noon.

May 21—S.F.A.W.T.A. LEGISLATION COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

May 21—TRAFFIC SAFETY AND CONTROL SECTION—Room 200, Chamber, 1:30-5:30 p.m.

May 22—MINING COMMITTEE—Commercial Club, 12 noon.

May 22-23—INTER-CITY SECTION TRADE TRIP TO Klamath Falls and Medford, Oregon.

May 23—BUSINESSMEN FROM JAPAN—1st floor conf. room, Chamber, 10-12 noon.

May 24—MANAGEMENT CONFERENCE—University Extension Center, 510 Powell St., 9-4 p.m.

Agenda: Management Development for Small Business.



SCISSOR-SNIPPING—Alan K. Browne (left), Vice-President of the Chamber, snips the ribbon to mark the recent inauguration of United Air Lines' first nonstop all-coach service between here and New York. Left to right are stewardesses June Roche of San Mateo and Paula Wilder of this city and Roy Buell, president of the Downtown Association.

Missions Sign Bill O.K.'d

Senate Bill 270, which would direct the State to erect and maintain signs showing the way to each of California's 21 historic missions, has been unanimously endorsed by the Board of Directors of the Chamber.

Southern Freeway Extension Backed By Chamber Heads

Proposed extension of the Southern Freeway from James Lick Freeway to the Embarcadero as part of the State Highway System has been urged by the Chamber.

Although the Chamber generally has been opposed to pending State legislation relating to additions, route adoption and acquisitions of rights of way, its Board of Directors has unanimously endorsed Assembly Bill 2114 and Senate Bill 979 as exceptions to that policy because of "an urgent need."

Alan K. Browne, Civic Development Committee Chairman, said "the need is undeniably urgent because the James Lick Freeway is already carrying an over-capacity traffic load."

'Better Your Living' Target Day Scheduled

"Target Day" has been set as June 23 for public showings of homes modernized under the "Better Your Living at Home" program, sponsored by the Chamber, William H. Young, campaign chairman, has announced.

A minimum of four homes will be shown with three dwellings already purchased by builders, according to Young. The buyers are Rollin Meyer, a house at 265 Cumberland Avenue; John Novak, one at 43rd Avenue and Taraval Street; and Eugene Vignati, another at 240 Nevada Street.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

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WORLD TRADE WEEK IN ACTION — Kathy Asano (left) of Japan Air Lines models a Brazilian costume and Jane Pray of VARIG Air Lines wears a happi coat, symbolizing joint efforts of the airlines to promote visits between people of the two countries through bilingual poster. San Francisco is a major top-over in the international promotion plan.

Ball Highlight of World Trade Week

More than 2000 persons, including about 50 students from abroad now studying in the Bay Area, 200 members of the local consular corps, government officials, export-import trade executives, Mayor George Christopher and city supervisors, will be guests at an Francisco's International Ball climaxing World Trade Week tomorrow night in the Fairmont Hotel.

The Ball, sponsored by the Junior World Trade Association of the Chamber, features grand march, entertainment and dance specialties by students of San Francisco State and the introduction of Rhoda Hedges, queen of the Golden Gate Trade and Maritime Festival, by George E. Talmage, Jr., president of the San Francisco Area World Trade Association.

Richard Nelson, chairman of the World Trade Committee, will welcome the students, chairman of the affair is Del Erdmann, Bank of America. Ben Greenough, Bank of California, will be master of ceremonies.

Music will be provided, 9 to 1 a.m. by Eddie Harkness and his orchestra.

More than 12,000 Bay Area residents visited the International Trade & Travel Exhibition at the World Trade Center during its first weekend, according to Richard P. Conlon, exhibition chairman. The show will continue daily from 10 a.m. to 8 p.m. through Sunday.

Jackson Square Day Celebration Slated: Chamber Members, Mayor to Participate

Formal invitations will be mailed Tuesday to all Chamber members, inviting them to visit wholesalers and decorators show rooms as highlight of Jackson Square Day, June 5, according to W. H. Mixer, Chamber Business Center Development Chairman.

Jackson Square, whose buildings date back to Gold Rush Days, is considered unique as an interior design center. Buyers, designers, decorators and architects find an array of wares from every continent in the center's 60 showrooms which feature the finest in fabrics, wallpapers, carpets, furniture and accessories.

"Recognition ceremonies" at 10 a.m. between Montgomery and Sansome Streets on Jackson will be presided over by Mayor Christopher under the sponsorship of the Jackson Square Association and the Chamber.

"The reversed trend of this area, realizing more than half a million dollars annually in taxes for the city, has been remarkable," according to Mixer. "Out of a blighted area, small groups of decorators have leased lofts and store spaces to transform the area into a profitable wholesale center featuring some of the most exquisite art goods to be found anywhere on the globe.

"Jackson Square's early-day glory faded at the turn of the century. The ensuing years brought neglect and the square became a forgotten block of dilapidated warehouses.

"Project Jackson Square underscores what

SUNSET MODERNIZATION PROGRESS SPOTLIGHTS 'BETTER YOUR LIVING'

One of the builders in the Chamber's "Better Your Living at Home" program making "exceptional progress," according to campaign chairman Bill Young, is John Novak of San Francisco.

Novak is modernizing a typical Sunset home, a junior-five located at 2258-43rd Avenue and built in 1943. The house was 32 feet long, 25 feet wide and originally designed as a two-bedroom home.

Novak is adding another 16 feet on the back, converting one bedroom into an extra bath and adding two glass, patio-type bedrooms. The frontal exterior will be 'hayed out' two feet for a length of 15 feet on the second floor.

A Youngstown Kitchen has been installed, including an automatic dishwasher, garbage disposal, built-in refrigerator and ample cabinet space. An all-purpose room has been built off the garage leading to a patio.

Novak estimates his complete remodeling costs at \$8,000 to \$10,000. The project began three weeks ago and is expected to be completed about June 10.

Thus far 10 to 18 groups of persons have visited the house each weekend day.



PROGRESS FROM THE PAST—Typical of the development of Jackson Square from a blighted area to a thriving wholesaler-decorator center is this building, now occupied by Kneedler-Franchere located at 451 Jackson.

imaginative interior design and decoration can accomplish.

"The present project, which took form in March, 1952, has been an amazing piece of reclamation since occupancy by its first new tenants—Kneedler-Franchere, Regency House, the McGuire Company and Clarence Slade."

Chamber committee members for Jackson Square Day include Neil J. Callahan, Pacific Telephone & Telegraph Co., C. R. Howard, Joseph Schlitz Brewing Co.; Everett Kindig, Hills Bros. Coffee, Inc.; and Douglas Stark, American Airlines.

The Association committee members are led by Mrs. Edith Brown, president of the Association, and S. Brown Co., David Brady, business manager, Kneedler-Franchere, Miss Jerry Austin, and Charles Rogers.

Senate Bill Backing Squaw Valley Olympics Endorsed by Chamber

The Chamber Board of Directors has endorsed unanimously Senate Bill 1774 to implement the 1960 Winter Olympics at Squaw Valley.

The bill would provide permanency in major work necessary to staging of the Games; grant "an accelerated right of eminent domain" to the State Director of Finance; provide for flood control and sewage disposal facilities; transfer all state facilities to the State Division of Beaches and Parks for eventual inclusion in the State Park System; and provide an additional \$2,990,000 appropriation to accomplish the purposes of this and previous acts concerning the Games.

General Business Activity in San Francisco Jumps 3.7 per cent Over April of Last Year

TREND—General business activity in San Francisco during April and the first four months of 1957 was substantially above the similar period last year. The Chamber Activity Index reached a new spring high of 153.7, an increase of 1.7 per cent over the preceding month and 3.7 per cent over April last year.

The first four-month average was up four per cent.

San Francisco April financial transactions amounted to \$4.1 billion, bringing the four months cumulative to \$16.4 billion or \$1 billion above the same period last year.

April construction authorized in San Francisco amounted to \$11.6 million. Despite a lag in residential volume, the four months total of \$27.5 million exceeded the same period last year by 21.6 per cent.

Non-residential April construction totaled \$8.5 million, nearly four times the amount of last April because of two large projects—\$4.3 million for part of the new Crown Zellerbach headquarters at Market and Battery Streets and the \$1.7 million for Eastman Kodak Co.'s new building at Van Ness Avenue and North Point Street.

San Francisco Port revenue tonnage rose briskly during April, reaching a total of 633,717 tons or 52.0 per cent above a year ago. Foreign commerce, accounting for over half the total, was up 36.0 per cent. Revenue tonnage for the four months was up 36.6 per cent.

San Francisco International Airport reported 261,145 passengers landed or departed in April, exceeding last April by 13.5 per cent. Air mail handled increased 12 per cent and air freight amounted to \$5,974,777 pounds, an increase of 28.2 per cent. Passenger traffic, the first four months compared to a year ago, was up 14.9 per cent. airmail 3.6, air express 12, and air freight 15.6.

Electrical energy sales in San Francisco increased 2.7 per cent, and industrial and commercial water sales one per cent during the four months compared to a year ago. First four months retail department store sales were off 2.8 but real estate sales equaled last year's.

Consumer prices in San Francisco in March were up 4.7 per cent over March of last year (latest figures).

BAY REGION—Bay Region financial transactions in April amounted to \$6.2 billion or \$448 million above a year ago. The four months cumulative transactions of \$25.1 billion topped the same period last year by

\$2.4 billion or ten per cent, accounting for 33.76 per cent of the 12th Federal Reserve District total which was slightly above the share a year ago.

Bay ship arrivals increased 36 per cent in April and four per cent for the four months period.

Employment in the six-county Metropolitan Area attained a new April high of 1,081,000 persons, representing an increase of 20,300 or 2.6 per cent over a year ago. During the first four months, employment averaged 1,074,775 persons or 24,225 above the same period last year.

Nine-county April dwelling unit starts surpassed last April by 2 per cent, but the four months total lagged 13.9 per cent behind a year ago.

April vehicle crossing over the Bay Bridge were up 1.6 per cent to 2,773,448 and Golden Gate Bridge 4.3 to 1,274,656.



DUO-BED CORPORATION'S new showroom, Van Ness and Clay, was welcomed into the business community May 16 by Mayor George Christopher and other business and civic leaders. Shown here are Duo-Bed's president, Elliott Frey (left) and Chamber General Manager C. L. Fox, examining one of many models now on display to dealers, architects, designers, and home owners, in nine model rooms.

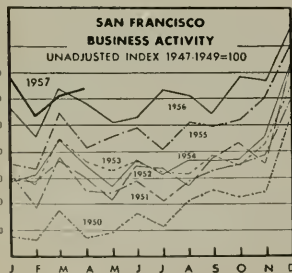
BUSINESS ACTIVITY THROUGH APRIL, 1957

BRANCH OF ACTIVITY	APRIL 1957		4 MOS. 1957	
		% from 1956		% from 1956
*GENERAL BUSINESS ACTIVITY INDEX				
CONSTRUCTION PERMITS				
	Total Number	949	12.0	3,594
	Value \$	11,651,325	111.3	27,464,320
Residential, New	Value \$	1,428,205	28.4	4,388,200
Dwelling Units	Number	106	-36.7	366
Single-family units, New	Number	70	-34.6	244
Non-residential, New	Value \$	8,459,716	296.1	15,240,083
Additions, Alterations and Repairs	Value \$	1,766,404	28.1	7,581,188
Nine County dwelling units authorized	Number	3,085	2.0	9,657
REAL ESTATE—Deeds Recorded	Number	1,480	-4.5	6,073
*RETAIL DEPARTMENT STORE SALES	Index	117	3.5	106
FINANCE—Bank Deposits	\$900	1,135,308	3.9	16,135,081
Postal Receipts	\$	2,733,665	-7.7	10,171,459
Pacific Coast Stock Exchange	Shares traded	3,370,048		11,324,294
Market Value \$	61,105,092			215,407,262
COMMERCIAL FAILURES	Number	15	66.7	62
INDUSTRY TREND—4 County Total Employment				
Mfg. Average Weekly Earnings	(earnings)	91.44 (a)	4.8	
Manufacturing	(employment)	216,800 (b)	2.6	216,200 (b)
Construction, contract		71,000 (b)	-7.6	70,425 (b)
Finance, insurance, real estate		68,500 (b)	3.0	68,425 (b)
Retail trade		172,900 (b)	0.8	172,425 (b)
Wholesale trade		79,400 (b)	3.8	79,075 (b)
Service		219,100 (b)	3.7	217,500 (b)
Trans., comm., & utilities		121,400 (b)	3.5	120,700 (b)
Agriculture		10,100 (b)	2.8	16,325 (b)
Govt., Federal, state, city		91,200 (b)	1.2	91,250 (b)
Other		2,500 (b)	8.7	2,600 (b)
TRANSPORTATION—Freight car movement				
S. F. Airport—Planes In and Out	Number	14,322	1.9	54,082
Passenger Off and On	Number	10,639	0.1	42,586
Air Mail Loaded and Unloaded	Lbs.	3,674,329	12.0	11,634,586
Air Express Loaded and Unloaded	Lbs.	6,778,716	0.6	3,203,226
Air Freight Loaded and Unloaded	Lbs.	5,974,777	28.2	23,565,378
Rail Express Shipments	Number	17,198 (a)	5.5	165,490 (b)
*Truck Movements—S. F. Area	Index	159.3	3.0	151.0
Out-of-State passenger car entries into N. C.	Number	55,833	3.4	191,567
PORT OF SAN FRANCISCO—Revenue Tons				
Coastwise	Revenue tons	12,932	39.6	47,359
Inland Waterway	Revenue tons	242,131	65.8	859,153
Intercoastal	Revenue tons	52,761	10.2	157,377
Foreign	Revenue tons	325,873	36.0	1,164,783
CARGO VESSELS (San Francisco Bay)				
Arrivals	Number	421	36.0	1,542
Millions of Registered Tons		1,996,416	8.4	7,361,924
UTILITIES—Ind. & Comm. Gas Sales				
*Elec. Energy Sales, K.W. Hrs.	Cu. ft.	1,396,977,000	-4.3	6,251,973,000
Water Consumption—Comm. & Ind.	Index	145	3.6	153
	Cu. ft.	155,785,000	0.0	628,065,000
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries	Number	1,247	1.0	6,198
Bay Bridge Vehicle Crossings	Number	2,773,448	1.6	10,794,426
Golden Gate Bridge Vehicle Crossings	Number	1,274,656	4.3	4,663,140
FRUIT & VEGETABLE RECEIPTS	Carlots	1,449 (a)	-3.0	4,423 (b)
LIVESTOCK SLAUGHTER (Insp. Dist.)				
	Number	101,000 (a)	-24.6	331,000 (b)
*S. F. CONSUMER PRICE INDEX—All Items		127.3 (a)	4.7	

* Index Base (1947-49 Monthly Average = 100). (a) March latest, (b) 3 mos.

Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE



Hitting the High Spots

With JIM WARNOCK

CRESAP, McCORMICK AND PAGET, nationwide management consulting firm with western division headquarters in the Russ Building, has added four men to its local staff: **Drew Q. Brinkerhoff**, **Joseph F. Klemmer**, **Robert R. Salyard**, and **Millon F. Heller, Jr.** . . .

STANDARD OIL COMPANY OF CALIFORNIA has announced the appointment of **S. Z. Natcher** as manager of public relations. . . .

MORE RESEARCH AND COLLEGE trained experts are needed in the California wine industry. **Don W. McCally**, president of the **Wine Institute**, told members at the 23rd annual meeting at the St. Francis. . . .

BEN P. GRIFFITH, president, **Griffith Co.**, Los Angeles, has been elected a director of the **California State Chamber of Commerce**. . . .

\$6,500,000 OF WESTINGHOUSE equipment will be installed in **Pacific Gas and Electric Company** hydroelectric powerhouses now under construction on the Feather and Kings rivers and elsewhere in the utility's system. . . .

NINTH ANNUAL ART DIRECTORS Exhibition of Advertising Art opens tomorrow at the **M. H. de Young Memorial Museum**. . . .

WURSTER, BERNARDI AND EMMONS, architects, announce new associates: **George R. Kennaday**, **Geoffrey W. Fairfax**, and **Don E. Stover**, A.I.A. . . .

"FOREIGN TRADE: NEW FRONTIERS for Western America" was the subject of a talk to the **Boise Chamber of Commerce** by **Don DeLone**, public relations director for the **Port of San Francisco**, on Wednesday. **National Maritime Day**. . . .

WESTERN AIRLINES reports great interest in its new type radio communication based on topical events in western communities on its **Virgil Pini** live news program which featured several about **World Trade Week** events. . . .

SOUTHERN PACIFIC recently unveiled a new type, specially designed "piggyback" flatcar for carrying truck trailers from city to city to counter traffic congestion. . . .

HAROLD G. JONES has been appointed assistant industrial agent of **Santa Fe Railway**, succeeded by **Mark A. Holbrook** as city freight agent of San Francisco. . . .

HELLS CANYON, IDAHO, FEDERAL DAM will cost California taxpayers \$40,776,000 in Federal taxes if Congress approves a bill authorizing the project at a total cost of \$509.7 million, the **California State Chamber** announces, estimating that California taxpayers presently bear 8 per cent of the total Federal tax burden. . . .

NINTH ANNUAL PHOTOGRAPHY DAY will be held at **Sigmund Stern Grove** on Sunday. . . .

VITAL NEED FOR DEEPENING HARBORS on the Atlantic, Gulf and Pacific Coasts to accommodate super-tankers was recently stressed by **Herbert R. O'Connor**, counsel for the **American Merchant Marine Institute**. . . .

SAN FRANCISCO INTERNATIONAL AIRPORT recently announced revised parking rates to reduce congestion in the main parking lot. . . .

GREAT GOLDEN FLEET of the Chamber has a full schedule: taking part in **Golden Gate Bridge 20th Anniversary** celebration next Monday; escorting one lone cow to **Treasure Island** for the **National Milling Contest** on Sunday, June 9; greeting the **United States First Fleet** on Thursday, June 13; and welcoming **Malton Navigation Company's MATSONIA** as the docks Saturday June 22 after her maiden voyage. . . .

NEW MEMBERS IN RECENT MONTHS



W. C. Hanson



F. Ohlsson



J. Donovan



J. Falvey



R. Le Fohn

New members recently added to the Chamber shown above, left to right, are **W. C. (Bill) Hanson**, president, **Hanson-Theroff Pontiac, Inc.**; **Folke Ohlsson**, president and designer, **DUX Incorporated**; **Jerry Donovan**, president, **San Francisco Bay Area Baseball Club**; **Jack Falvey**, owner, **Hippopotamus, Inc.**; and **Dr. Rose Le Fohn**, **Le Fohn House of Beauty**.

Below, left to right, are: **Frank B. Hunt**, **Kitchen & Hunt, A.I.A.**, architects; **F. J. Pinchen**, district sales manager, **British Overseas Airways Corp.**; **H. van der Stam**, owner, **Granada Hotel**; **Mrs. Mary Lavagetto**, president, **Hydromassage of San Francisco Inc.**; and **Robert S. Kitchen**, **Kitchen & Hunt, A.I.A.**, architects.



F. B. Hunt



F. J. Pinchen



H. van der Stam



M. Lavagetto



R. S. Kitchen

THREE VISITORS FROM TEXAS, **W. H. Davison**, president, **Teikok Corp.**, Dallas, **Kenneth Tubbs**, manager, **Transportation and Highway Department**, Dallas **Chamber of Commerce**, and **Charles E. Marshall**, vice president, **Texas Industries, Inc.**, Fort Worth, were guests at a luncheon at the **Sheraton-Palace** on May 15 sponsored by the Chamber, in cooperation with **Transcon Lines** and the **Dallas and Fort Worth Chambers**, marking new highway freight service between that area and **San Francisco** and growth of commerce between the two. **Frank Gomez**, Chairman of the **Industrial Development Committee**, earlier attended similar meetings in Dallas and Fort Worth. . . .

HAZARD OF DAMAGE BY EARTHQUAKES doesn't compare with that of hurricanes, tornadoes, blizzards, according to the June issue of **SUNSET**. . . .

PACIFIC FAR EAST LINE, INC. announced gross revenue for 1956 as \$45 million, resulting in a net profit of \$3,030,000 after taxes, the high point in earnings in the company's eleven-year history. . . .

WORLD AFFAIRS COUNCIL of Northern California recently announced new officers: **John L. Simpson**, president; **Herley C. Stevens**, first vice president; **Turner McBlaine**, vice president; **Dr. Lynn T. White, Jr.**, vice president; **Louis Heilbron**, treasurer; and **Mrs. W. Lister Rogers**, secretary. . . .

INTER-CITY SECTION of the Chamber was represented by eight members, including **Trip Chairman William Reenier**, on its tour of the **Medford-Klamath Falls-Ashland** area of Oregon last Wednesday and Thursday, reports a healthy commercial and industrial growth there. . . .

THE COW PALACE, largest indoor arena in the West, will have its capacity taxed by **Western Electronic Show and Convention** August 20-23, when 753 electronic firms will have exhibits. . . .

PORT OF SAN FRANCISCO'S April operations produced a 10-year record of tonnage and brought a net profit of \$66,558 after all writeoffs, depreciation and bond payments, **State Harbor Board** reports. . . .

FOREIGN STUDENTS at University of San Francisco—163 from 43 countries—are taking part in **World Trade Week** events, including manning a number of exhibits at the **International Trade & Travel Exhibition** through next Sunday and attending the **International Ball** at the **Fairmont** on Saturday evening. . . .

WILLIAM L. SAUNDERS, **LEO C. ROSS** were elected to new posts at **Pacific Far East Line, Inc.**, **Saunders** to director and **Ross** to treasurer. . . .

PACIFIC COAST ELECTRICAL ASSOCIATION convention heard **Justus F. Croemer**, prominent publisher and member of the **California PUC**, urge joint development of the **Trinity River Project** by **Pacific Gas and Electric Company** and the **U. S. Bureau of Reclamation**. . . .



F. J. Petrini



I. C. Phillips

ERRATA — captions and pictures involving these two recent members were transposed in the last edition of the **Bay Region Business**. Left to right are **Frank J. Petrini**, **Frank Petrini Co., Inc.**, and **Irving C. Phillips**, vice president and general manager, **Radio Station KYA, Inc.**

City's Manufacturing Firm Expansion 7½ Times Last Year

San Francisco manufacturing firms committed a total of \$5,119,760 for new plants and expansions for the first quarter of this year—7½ times the \$696,760 committed during the first quarter of last year, according to the Chamber's Industrial Department.

The Bay Region's 13 counties showed an increase 2½ times that of the first quarter last year, totaling \$189,937,813, compared to \$78,673,395 of a year ago.

Northern California's 18 counties showed a cumulative total for the period double last year's record high, with \$226,805,313 committed during the first quarter of this year compared with \$100,370,080 for the same period of last year.

CALENDAR—CHAMBER EVENTS

May 24—MANAGEMENT CONFERENCE—University Extension Center, 510 Powell St., 9-4 p.m.

Agenda: Management Development for Small Business.

May 24—BUILDING CODE SECTION—Commercial Club, 12-15 p.m.

May 25—INTERNATIONAL BALL—Fairmont Hotel, 9-1 a.m.

May 27—GREAT GOLDEN FLEET CRUISE—From San Francisco Yacht Harbor, 9-10 a.m.

Agenda: Golden Gate Bridge 20th Anniversary Celebration.

May 28—SECOND CENTURY CLUB—Garden's Oshwin Restaurant, 371 Sutter St., 12 noon.

May 28—SAWTA WORLD TRADE PROMOTION COMMITTEE—1st floor conf. room, Chamber, 2-15 p.m.

May 28—VISITOR BUSINESS PROMOTION COMMITTEE—1st floor conf. room, Chamber, 10 a.m.

June 4—SAWTA CUSTOMS AND TARIFF POLICY COMMITTEE—1st floor conf. room, Chamber, 2-15 p.m.

June 4—TRAFFIC SAFETY AND CONTROL SECTION—Room 200, Chamber, 10-12 noon.

Agenda: Discussion of traffic and safety problems.

June 5—BUSINESS CENTER DEVELOPMENT COMMITTEE, JACKSON SQUARE DAY—Jackson Square, 10-2 p.m. All Chamber members welcome.

Agenda: Wholesalers and Decorators Show.

June 7—SAWTA WORLD TRAVEL TRADE PROMOTION COMMITTEE—1st floor conf. room, Chamber, 2-15 p.m.

June 7—INDUSTRIAL DEVELOPMENT COMMITTEE—Commercial Club, 12 noon.

Golden Gate Bridge 20th Anniversary

San Francisco Progressogram*

No. 29



When San Francisco's Golden Gate Bridge—"the bridge that never could be built" celebrates its 20th anniversary Monday, May 27, the span, esteemed the most beautiful in the world will have given passage to about 165 million toll-paying motor vehicles.

Before voters finally approved a \$35 million bond issue for the bridge in 1930, critics castigated the venture as "an economic crime." Ever since 1918, when the first survey was authorized by San Francisco, pessimistic prophets had predicted the Bridge would never get out of the red because of the sparse population of the northern counties, that the beauty of the Golden Gate itself would be marred or that earthquake or enemy fire would make a holocaust of the structure.

Among the early champions of the Bridge was the San Francisco Chamber of Commerce, which vigorously fought such powerful opposition as the Citizens Committee Against the Golden Gate Bridge. During the depths of the depression—October 1, 1930, to be exact—the Chamber predicted: "the project will, without question, have developmental value to San Francisco not definitely measurable in time."

Approval of the bonds followed. Construction began in 1933. Since the bridge was opened to traffic, vehicle crossings to the end of 1956 have numbered 158,955,169.

As the Chamber predicted, the bridge has been enormously profitable. Reserve funds, as of June 30 of last year, totaled \$16,232,407. Of this, \$13,218,091 has been invested in government securities. After provision for bond maturities of \$800,000, due July 1 of last year, the funded balance of debt stood at \$28 million and the interest obligation to bond maturity at \$11,438,500.

The Bridge District investment program as of the middle of 1956 shows total securities purchased since 1942 amounting to \$26,284,500; total securities sold and matured, \$12,455,000; total securities on hand, as of May 25 of last year, were \$13,829,500 with earned interest at \$2,087,870.

Interest payments on the bridge began July 1, 1938. The redemption date of the non-collable bonds is scheduled for 1971.

In 1929 ferry traffic was 1,319,519, contrasted with 3,586,996 in intercounty traffic the year after the Bridge's opening and 15,403,850 last year. A record 64,000 crossed the bridge July 22 of last year, an all time record for a 24-hour day.

The bridge, containing the longest single span and highest bridge towers in the world, totals 6,400 feet in length, bridgehead to bridgehead. From portal to portal it is 8,940 feet. The main span distance is 4,200 feet, longest ever undertaken in the world. Maximum depth of the water through the Golden Gate is 378 feet at the center of the channel.

The bridge's two steel towers are 746 feet above mean high water and 846 feet, measured from the base of the San Francisco pier. A total of 83,000 tons of structural steel, 25,000 tons of cable steel, 254,690 cubic yards of concrete and 110,000 gallons of paint were used in its building.

*A regular feature . . . ask the Chamber for Reprints: EXbrook 2-4511, Ext. 13 or 14, Research Dept.

BAY REGION BUSINESS

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SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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GLAMOR GIRLS—These are San Francisco's "White Collar Girls," chosen by the city's fashion editors to model with the professional models in the Union Square Fashion shows July 25 and 26. The sole model in the picture is Carl Livingston, Jr., chairman of the sponsoring committee of San Francisco Fashion Industries' manufacturers and retailers. Back row (left to right) are Jackie Stewart, Southern Pacific Railroad; Marianne Blom, Wells Fargo Bank; Judy Zollinger, pub-

licity department, S.F. Chamber of Commerce; Virginia Burns, California Packing Corp.; Gloria Durant, Pacific Telephone & Telegraph; and Norma deLucchi, American Trust Co.

Front row: left to right: Charlotte Mirick, Standard Oil of California; Del Granucci, Bank of America; Paula Ferguson, Pacific Gas & Electric; Toni Citrino, Metropolitan Life; Jeannette Summerfield, Western Pacific Railroad; and Valerie Thompson, Pacific Greyhound.

Chamber Members Invited to Inspect Army's Scale Model of San Francisco Bay

Chamber members have been invited by Mayor George Christopher to attend the formal dedication ceremonies and initial flooding of the \$400,000 U. S. Army Corps of Engineers scale model of San Francisco Bay Friday, June 14 in Sausalito.

The City and County of San Francisco, in cooperation with the Chamber, Bay Area Council, Down Town Association and Marine Exchange, is sponsoring the ceremonies which will be held in the Base Yard of the Corps of Engineers, located in north Sausalito. The ceremonies will begin at 2:30 p.m.

Following the ceremonies, visitors will view the first flooding of the huge scale model, which covers one acre, and will be taken on a guided tour of the installation.

The model is being built as a major tool for a \$2,500,000 engineering study of the Bay, scheduled to be completed in 1960. The study will include testing various bridge and barrier plans and their effect on tidal, current and silting conditions. The main objective of the study is to ascertain means of cutting the federal Government's \$2 million annual outlay for dredging in the Bay.

The model, installed in a warehouse, is the largest hydraulic working model of any harbor in the world. It encompasses the Bay from the junction of the Sacramento and San Joaquin Rivers to Alviso on the south and 17 miles out in the ocean. It will produce tides, salinity, current velocities and shoaling.



FORTIETH BIRTHDAY—Rhoda Hedges, Miss Golden Gate, cuts the cake honoring the 40th anniversary of the San Francisco Area World Trade Association at the recent International Trade Luncheon at the Fairmont. Left to right are George E. Talmage, Jr., association president, Congressman William S. Mailliard, principal speaker, and E. D. Maloney, President of the Chamber.

Progress Reported In Hunter's Point Reclamation Area

Progress in the long process of creating 600 additional acres of commercial and industrial land for San Francisco through the Hunter's Point Reclamation District has been reported by the Chamber.

The State Assembly Ways and Means committee gave a "do pass" to Assembly Bill 3812 as amended May 16, according to Chamber General Manager G. L. Fox. The legislation would amend the Hunter's Point Reclamation Act, originally sponsored by the Chamber in 1955, to clarify problems regarding ownership of street areas by the State.

If the measure is enacted, it is expected that definite steps will be taken by district trustees to formulate further plans to complete reclamation of the tidelands area, Fox said.

Assembly Bill 3812, sponsored by the Chamber and the City and County, was introduced by Assemblyman John A. O'Connell.

Jackson Square Edition

Story on page 2.

Progressogram on page 4.



S.P. CHANGE-OVER—J. B. Haggerty, Southern Pacific's new general passenger agent, tries out the chair of his predecessor, T. Louis Chess while Chess completes the change-over by contributing his pen. Chess retired May 31 after a half-century with Southern Pacific.

OLD S.P. ENGINE CHUGGED OUT TO HONOR 'LOUIE' CHESS

Old engine No. 2248, a relic of the Gay Nineties era, chugged along the peninsula last Sunday to honor another Southern Pacific oldtimer, T. Louis Chess.

The 61-year old smoke-norter from by-gone days drew a special excursion train marking the retirement of "Louie" Chess, SP's general passenger agent for the seven-county San Francisco territory after half a century.

Succeeding Chess is J. B. Haggerty who, as general passenger agent, will supervise passenger business and public relations activity for the S.P.



TOURS PENINSULA—Here's engine No. 2248 which took an excursion down the peninsula last Sunday in a salute to T. Louis Chess.

Jackson Square Day Restoration Feted By Bay Area Chamber Members, Mayor

More than 4700 Chamber members plus some 700 members of chambers of commerce throughout the Bay Region were invited guests of manufacturers, manufacturers' representatives, wholesalers and importers on Jackson Square Day Wednesday under the sponsorship of the Chamber and the Jackson Square Association.

The celebration marked the redevelopment of an area, the heart of San Francisco's industrial and commercial life in the 1850's which, although lightly damaged by the 1864 and 1906 earthquakes, declined into a blighted warehouse area following the 1906 conflagration. Since 1951, the section has been developed into a profitable, centralized wholesale decorator center featuring some of the finest quality fabrics, wallpapers, carpets, furniture and accessories to be found in the entire country, and offering unique conveniences for buyers and decorators in the industry.

Mayor George Christopher opened the ceremonies by planting a tree, one of many to be placed in the area. Alan K. Browne, first vice president of the Chamber, presided.

The history of the Square involves business panics, many fires, and the earthquakes of 1864 and 1906, which it survived practically unscathed.

Hulls of abandoned ships piled into the mudflats of Jackson Slough made solid footing for the Phoenix Building, on the then-Sansome Street waterfront, which later contained the chocolate factory of Domingo Ghirardelli from 1858 until 1895—now the site of a parking lot at Jackson and Sansome. After 1895, Ghirardelli's moved to 407 Jackson—now occupied by the firms of Regency House, Eugenia McLellan, Leonard R. Ross Studios, Inc., Cal-Craft, James Kemble Mills, Inc., Otele Stahmann, Clarence Slade and the Jackson Square Association office.

Hoteling Place—known in early days as Jones' Alley (1847-1910)—once the scene of heavily guarded Wells Fargo express coaches.

(Continued on Page Four)

City's Cable Car Used as Worldwide Business Symbol



San Francisco's famed cable car is being used around the world as the trademark of Koret of California, manufacturers of women's apparel.

The cable car trademark, also promoted in more than 4,000 retail accounts throughout the country to which the company sells, is spotlighted abroad in Holland, Hawaii, Alaska and in South Africa.

Among the ways the cable car is featured:

- as a costume, holding 100 garments;
- as a revolving knitbar, with miniature cable car on top, used for folded merchandise.
- as wallpaper in fitting rooms;
- as a garment trademark (all Koret fashions have cable car hangtags);
- and as motif for boxes bound with heavy tape, on stationery, envelopes, news release paper, and in advertisement, both trade and consumer media.

PASSENGER MOVEMENT SHOWS BIG GAIN

Passenger movement in and out of San Francisco during a typical 24-hour day in 1956 jumped 13.4 per cent over 1954, the Chamber Research Department reports. There were 621,113 in-and-out passenger movements reported during that period, compared to 547,865 two years earlier.

DAILY PASSENGER AND VEHICLE MOVEMENTS TO AND FROM SAN FRANCISCO—1956 AND 1954

Technical Study: Research Department San Francisco Chamber of Commerce

GATEWAYS	PASSENGER MOVEMENTS			VEHICLE MOVEMENTS
	Vehicle	Public Transit	Total	
1956—Typical 24 Hour Day				
Penninsula	293,345	34,719	328,064	176,714
East Bay	133,765	39,660	193,125	93,191
North Bay	88,686	10,938	99,624	49,270
Total—In and Out	515,796	85,317	621,113	319,175
1-way Average	267,898	12,659	310,557	159,587
1954—Typical 24 Hour Day				
Penninsula	210,700	31,211	271,911	145,000
East Bay	113,319	13,361	136,680	86,868
North Bay	73,113	13,123	86,236	40,635
Total—In and Out	437,162	57,703	547,865	272,495
1-way Average	228,581	15,352	273,933	136,247
Percent Change 1956 from 1954				
Penninsula	21.9	1.5	19.3	21.9
East Bay	7.3	-8.3	5.6	7.3
North Bay	21.3	1.7	15.5	21.3
Total—In and Out	17.2	-5.9	13.4	17.2

Chamber Backs Expedited N.Y.-Nonstop CAB Hearing

Directors of the Chamber have voted to support the Public Utilities Commission in its effort to obtain an expedited hearing before the Civil Aeronautics Board on additional non-stop service between here and New York.

The action followed the recommendation of the Chamber's Transportation Committee of which Robert M. Brown is chairman. "No preference for a particular line is implied in the action," Brown, who is also a Chamber Director, said.

Hitting the High Spots

With JIM WARNOCK

SAN FRANCISCO FAMILY DAYS are planned for July 4, 5, 6 and 7, to encourage San Franciscans to keep off the highways during the holidays and live to enjoy many more. Armed forces, churches, district merchant associations, San Francisco City and County are sponsoring a four-day program in the city...

WORLD TRADE WEEK donors, in addition to those in our issue of May 10, are Hongkong & Shanghai Banking, Bank of Canton, Sumitomo Bank, Bank of Tokyo, Pacific National Bank, Bank of California, Wells Fargo Bank, Crocker-Angelo National Bank, American Trust Co., Bank of America, First Western Bank and Trust Co., Otis, McAllister & Co., C. Tennant Sons, Sanwa Bank, Pacific Trading, S. F. Pellias Co., British-American Trade Center, RCA Communications, Stauffer Chemical, Merina Exchange, Manning's Coffee, E. A. Johnson & Co., F. W. Woolworth & Co., San Francisco Area World Trade Association, and the Chamber...

SIGMUND STERN GROVE midsummer music festival, June 16 through August 25, every Sunday at 2 will include two orchestral concerts, two San Francisco Ballet performances, a carnival, "Rigoletto," "La Traviata," "The Sorcerer," "The Merry Widow" an Italian festival, and a performance by the Lola Montes Spanish dance group...

QUESTIONNAIRES for three new manufacturers' directories to be published by the Chamber's Domestic Trade Department are asked to be returned early next week at the latest, research having been virtually completed on data received to date...

SUMMER CONVENTION of the National Warm Air Heating and Air Conditioning Association began Wednesday at the Fairmont Hotel and concludes today...

STANFORD RESEARCH INSTITUTE reported 760 projects and contract research volume of \$12.6 million during 1956 in its annual report...

BAY AREA BUSINESSMEN are offered a new service appealing to their palates and sense of adventure: a two-hour luncheon period including a 100-mile amphibian airline flight and a "V. I. P." meal at the Nut Tree in Vacaville, arranged by Air Doreado, Inc. and the Nut Tree management. Breakfast and dinner flights are also provided, according to Dallas Masterson, president...

FAMILY CIRCLE'S PICTORIAL GUIDE to Vacation Cities, illustrated in full color, contains a chapter on San Francisco...

EDWARD C. SEQUEIRA has been appointed general manager of the Hotel Sir Francis Drake...

FUTURE FARMERS OF AMERICA will receive \$2750 in educational awards from the Sante Fe Railway, to be allotted by the State Vocational Agricultural Education department...

PITTSBURG WORKS, Columbia-Geneva Division of U. S. Steel, recently was awarded the Reserve Award of the United States Department of Defense in recognition of its outstanding record for cooperation with reservists and reserve activities...

AMONG CONGRATULATIONS received by the Chamber on its 107th anniversary was message from San Francisco Woman's Chamber of Commerce, Mrs. Joseph E. Spalazzo, president...

WORLD CONFERENCE ON PRE-STRESSED CONCRETE, July 29 through August 2 at the Fairmont, sponsored by the University of California, will include address by Wayne F. Palmer, designer of the world's longest highway bridge in Louisiana...

NEW MEMBERS IN RECENT MONTHS



J. Criscuolo

G. H. Bowman

H. H. Nashburg

C. E. Bradberry

H. P. Norton

New members added to the Chamber shown above, left to right, are: Jerry Criscuolo, *Sorrento Pizzeria Restaurant*; George H. Bowman, agent, S. F. office, *New York Life Insurance*; Harry H. Nashburg, editor and publisher, *The Argonaut*; Carroll E. Bradberry, *Carroll E. Bradberry & Associates*, consulting engineers, Los Altos; and Harold P. Norton, president, *West America Engineering Co., Inc.*, architects, engineers.

In the bottom panel are (left to right): Robert E. Mahoney, president, *Calor Gas Co.*; Sylvan Frank, *Barry-Neuberg & Co.*, wholesale women's wear; Fred H. Chesnut and Walter J. Murphy, *Chesnut, Murphy & Associates*, transportation engineers, industrial consultants; and George P. Thomas, owner, *Thomas Reproduction Service*.



R. E. Mahoney

S. Frank

F. H. Chesnut

W. F. Murphy

G. P. Thomas

BROADVIEW RESEARCH & DEVELOPMENT of Burlington and Washington, D. C., is undertaking a program through *Canlon Associates*, San Francisco, to acquaint Asian governments with its nuclear research activities...

205 NEW BUSINESS SERVICE BULLETINS are offered by the U. S. Department of Commerce field office at 10c each...

PROFILE: BAY AREA, new live series on regional problems of today produced by Bay Area Productions begins at 9:30 p.m. on June 24, KQED, with "Tracts to the Future"...

GREET THE FLEET WEEK, June 13-17, will include greeting of about 40 ships and 20,000 officers and men of the U. S. First Fleet by the Chamber's Great Golden Fleet...

YOUR SHARE IN TOMORROW

the story of investors in America, dramatic new film in full color produced for the New York Stock Exchange and available from D'Evelyn Guggenheim Advertising Agency, SU 1-5564, shows the role of working dollars from investors in all walks of life in building U. S. industrial power...



POLO IN GOLDEN GATE PARK has returned and will continue every Sunday through October with two games, first starting at 12:30 p.m., sponsored by San Francisco Polo and Racing Club...

BIGGEST TELEVISION AUCTION in history will be launched next Monday at 6:00 p.m. over Channel 9 marking the third annual fund-raising event for KQED.

BRAINSTORM, a new live series on KPIX [5:45 P.M. on Saturdays] applying the celebrated advertising agency technique to various civic and organizational problems recently began with Oscar H. Fisher, Jr., treasurer, *Montage Pipe & Steel Co.* and member of the Chamber's Street, Highway & Bridge Section of the Civic Development Committee, presenting the question "How can San Francisco improve its existing public transit and parking?" Members of the panel were Robert Langner, *Wells Fargo Bank*; Al Eber, C. Tennant Sons & Co.; Philip B. Thrasher, *Schwabacher & Co.*; Victor B. Levitt, *Long and Levitt*; Barbara Joanne Moller, *Consultants, Inc.*; and Lou Turner, realtor...

JOHN J. MULVANY, retired vice president of Bank of America, recently received the U. S. Navy Distinguished Public Service Award at the New York convention of the Navy League of the United States. The 1958 convention will be held in San Francisco...

WILLIAM C. STOLK, president of American Can Company, recently predicted that metal cans soon will be made from giant coils of flintplate without the metal first being cut into sheets, revolutionizing the industry...

CHASE, WARD AND GARDNER, management consultants, Russ Building, will send copies of 44-page booklet on the consulting field published by Stanford Graduate School of Business upon request...

EUGENE R. BLACK, president of the International Bank for Reconstruction and Development, will be keynote speaker at the International Industrial Development Conference to be held in San Francisco October 14-18, sponsored by TIME-LIFE International and Stanford Research Institute. The meeting of world business leaders will consider the role of private industry in increasing the rate of industrial development and economic in the free world. Attendance will be by invitation, registration limited to 600...

JACKSON SQUARE CELEBRATES ITS MODERN RENAISSANCE

(Continued from Page One)

hansom cabs and loaded drays rumbling over loaded streets to the Broadway wharf, is the site, at the corner of Jackson Street, of the Hotaling livery stable, now occupied by The McGuire Co., which specializes in decorative accessories.

The oldest building in the area, 472 Jackson Street, now houses Robert E. Sylva, Inc. It was constructed 108 years ago as the original Sherman Bank, and still has masts from Clipper ships as its interior pillars. The bank was founded by General William Tecumseh Sherman before he discovered war was hell.

Sales, Use Tax Law Passed

Assembly bill 2286, introduced by San Francisco Assemblymen and backed by the Chamber, recently got a "do pass" verdict from the State Senate.

The bill, designed to avert "double-taxation" of San Francisco merchants, was conceived to meet requirements of the Bradley-Burns local sales and use tax law.

CALENDAR—CHAMBER EVENTS

June 9—INTERNATIONAL MILKING CONTEST— Grand Golden Fleet to escort guests and one cow—3 p.m.

June 10—JOINT MEETING OF TAX SECTION AND CAPITAL IMPROVEMENT AND LAND USE SECTION—Room 200, Chamber, 3:30-5 p.m.

Agenda: Proposed bond issue for new court house and remodeling of city hall.

June 11—AGRICULTURAL COMMITTEE—Fairmont Hotel, 12 noon.

Agenda: Award of Future Farmers of America key to Wilson Mayer, President, I.A. District, Agricultural Association. **Speakers:** H. L. Stroble

June 12—TRADE RELATIONS WITH AUSTRALIA, SFAWTA—1st floor conf. room, Chamber, 2:15-3:30 p.m.

June 12—INTER-CITY SECTION—Room 200, Chamber, 11 a.m.

June 16—GREAT GOLDEN FLEET CRUISE—San Francisco Yacht Harbor, 10:30 a.m.

Agenda: Welcome of U.S. First Fleet.

June 18—PORTS AND HARBORS' PROMOTION COMMITTEE, SFAWTA—1st floor conf. room, Chamber, 2:15 p.m.

June 19—POLICY COMMITTEE AND WORLD TRADE LUNCHEON, SFAWTA—Panelli's Restaurant, 12 noon.

June 22—GREAT GOLDEN FLEET CRUISE—San Francisco Yacht Harbor, 8 a.m.

Agenda: Welcome of MATSONIA.

HISTORIC JACKSON SQUARE RESTORED

San Francisco Progressogram* - - - - No. 30



THE OLD RE-NEWED—To the left is A. P. Hotaling and Co.'s old whiskey distillery built in the 1850's. To the right, the same building, restored by Kneedler-Fauchere.

The pendulum of progress has swung in a century-long cycle for Jackson Square which has been restored as a unique interior design center by the Jackson Square Association.

What is now Jackson Square was the hub of the city in the early 1850's. When the city was rebuilt after the 1906 fire the district, waning in importance, became an area of bleak warehouses. In 1951, Dorothy and Harry Lawenda of Kneedler-Fauchere, John McGuire of the McGuire Co., Edward Griffith of Regency House and Clarence Slade pioneered the renaissance of the area.

At the start, the Square contained eight restored buildings housing 57,000 square feet of showroom space; now it is comprised of 23 buildings with 60 showrooms totaling 177,000 square feet, spilling over to include Pacific and Washington to Montgomery and across Sansome. Future expansion is planned into the now virtually inactive International Settlement.

Figuring significantly in the early day development of the Jackson section was the Chamber, founded in 1850, which championed as its first cause "sales and customs established for the benefit of the consignor, consignee, shipowner and merchant." The idea of the Chamber was developed in the courtroom of Associate Judge James Cushing Ward, later a vigilante leader.

Originally having a membership of four, the Jackson Square Association now has more than 55 members. Convenient to decorators and buyers who can do a complete job within a two-block radius of Jackson Street, the Square now includes as its latest firms Knapp & Tubbs of Grand Rapids, Mich., which has converted three floors of an old warehouse into a wholesale furniture display center; and Albert Parvin & Co., with two floors at 755 Sansome Street devoted to wholesale furniture.

*A regular feature . . . ask the Chamber for Reprints; EXbrook 2-4511, Ext. 13 or 14, Research Dept.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES O. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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Seven S. F. Firms Listed in 'Billion Dollar Club'



WORLD'S LARGEST BANK, Bank of America N. T. & S. A.

Seven of the nation's 81 corporations with assets of more than a billion dollars have their headquarters in San Francisco, the only western city with such a large representation—giving proof to its claim to the title of "Headquarters City of the West."

Leading the local list is the Bank of America, located at Pine and Montgomery streets, center of the "Wall Street of The West." Bank of America is the fourth largest corporation in the nation with more than 600 branches in its system.

The billion-dollar club, a barometer of business growth, has almost doubled in the last ten years.

The Chamber points out that 30 national enterprises with combined assets of more than \$30.8 billion have headquarters here with banks, railroad, steamship, utility, petroleum, insurance and manufacturing companies comprising a significant cross-section of the nation's economy.

The seven San Francisco billion-dollar firms and their total assets at the end of 1956 compared to a year before are:

	Dec. 31, 1956	Dec. 31, 1955
Bank of America NT & SA	\$9,991,842,011	\$9,263,286,000
Southern Pacific Co.	2,138,536,918	2,039,295,394
Pacific Telephone & Telegraph Co.	2,088,068,406	1,784,336,000
Standard Oil Co. of California	2,041,373,083	1,855,610,313
Pacific Gas & Electric Co.	1,978,534,218	1,864,434,838
American Trust Co., San Francisco	1,610,354,455	1,541,810,999
Crocker-Anglo National Bank	1,510,138,260	1,497,041,244

CHAMBER FIRST TO BACK CIVIL COURTS, CITY HALL ISSUE

The Chamber is the first civic organization to approve and support the proposed \$22,150,000 bond issue on the November ballot for building a new civil courts building on Marshall Square and remodeling the City Hall to provide additional administrative office space.

Endorsement of the bond issue by Chamber directors followed the recommendations of F. B. Magruder, chairman of the Tax section, and Raymond D. Smith, chairman of the Capital Improvement and Land Use section.

The bond issue has been approved by the Board of Supervisors and the Mayor's Bond Screening Committee. The civil courts building is part of the Civic Center master plan.

Costs under the proposal would be \$14,379,450 for the courts building and \$7,770,550 for City Hall remodeling. It is estimated that passage of the bonds would increase the tax rate by approximately 16c per \$100 per year, according to Magruder.

"The need for a new civil courts building has been well established," he stated. "San Francisco is the only city of any size in the nation and the only county seat in California without a courts building."

Mutual Solution of Intercounty Problems Would Benefit Taxpayers the Most, Civic Leaders Told

"Certainly we should take every opportunity to evaluate objectively ways and means of solving our mutual problems," Chamber President E. D. Maloney told a group of San Francisco and San Mateo County leaders at the June 11 annual dinner of the San Mateo County Development Association.

"We should scrutinize with care Mayor George Christopher's recently proposed study of our two counties, particularly in regard to master-planning the destiny of the area for the future.

"The man who pays the bill, the taxpayer, will stand to gain the most."



INTER-COUNTY MEETING—Chamber President E. D. Maloney and P. R. Taylor, outgoing president of the San Mateo County Development Association.

SALUTING FAIR SHARE MEMBERS

"You can make no better investment of time and money to assure your continued success in business than membership in your chamber of commerce." —E. D. Maloney, President, San Francisco Chamber of Commerce

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program, a continuing project to place dues on a par with those of other cities the size of San Francisco and in proportion to business' stake in the community are:

Acme Paper Company
Atlas Loose Leaf & Index Company
Edward R. Bacon Company

Eastman Kodak Company
Firestone Tire & Rubber Company
International Business Machines Corp.

Parke-Davis & Company
Jos. Schlitz Brewing Company
D. N. & E. Walter Company
Westinghouse Electric Corporation
Many others will follow in subsequent issues.

TAX CALENDAR

—Inside, page 5

PROGRESS AWARD GIVEN TO CALCOLOR BY THE CHAMBER

For its part in enhancing an area of great concern to city planners, California Color Corp., Howard Street photocol color specialists, has been given an Award of Progress by the Business Center Development Committee of the Chamber.

A framed "Award of Progress" was presented at the California Color plant, 985 Howard Street, to Peter Grote, president of the firm, by W. H. Mixer, chairman of the Chamber committee.

Other officials participating in the ceremony were Gordon Wilson, general manager, and C. K. Kennedy, sales manager of CalColor.

CalColor has moved into the modernized \$500,000 four-story building, completely air-conditioned, humidity-controlled and maintained for optimum performance of electronic



HONORED—C. K. Kennedy, sales manager, (left), Gordon Wilson, general manager, and Peter Grote, president of CalColor, receive an Award of Progress from W. H. Mixer, chairman of the Business Center Development committee of the Chamber.

Browne Commended by Directors for His Part In Passage of Bay Area Rapid Transit Bill

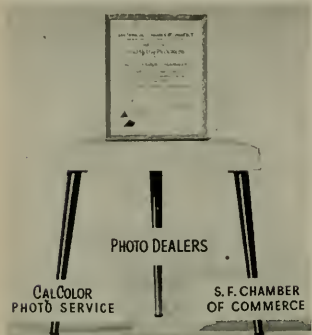
President E. D. Maloney and directors of the San Francisco Chamber of Commerce, first organization to endorse the technical and financial studies and legislation creating the Bay Area Rapid Transit District, have commended Alan K. Browne, chairman of the Bay Area Rapid Transit Commission, for his successful efforts on behalf of the project.

Browne, who is also first vice president of the Chamber and vice president of Bank of

America N.T. & S.A., was instrumental, along with Bay Area legislators, in gaining passage of the act.

"Through his diplomacy and educational work, Mr. Browne was able to accomplish definite progress," Maloney stated.

"The five counties in the district—San Francisco, San Mateo, Alameda, Contra Costa and Marin—stand to gain tremendously from this step forward."



SUPPORT OF CALCOLOR which made award possible was dramatically described by President Grote in accepting it, as stemming from his loyal employees, photo dealers who have enthusiastically received the new service, and the Chamber which has worked continuously for the business climate of San Francisco.

equipment. The firm also has the best light, air and water filtration equipment available.

"This plant, with an annual payroll of \$400,000, producing \$1,500,000 in annual color photo finishing volume, is an institution of which San Francisco, the Bay Area and the entire West can be proud," Mixer said.

'S. F. Family Days' Backed by Chamber

San Francisco Family Days, aimed at keeping San Franciscans off the highways during the July 4-7 holiday, will be co-sponsored by 41 civic organizations including the Chamber. Fireworks at Marina Green, tours of a Nike site, Old Fort Point, S. F. Naval Shipyard and Fort Point life boat station, band concerts by service units and the Municipal Band, folk dancing, and family fishing days at Lake Merced are among the highlights of the program, planned with the cooperation of Mayor Christopher and the City and County.

Legislative Boxscore: How Chamber Fared

The Chamber's boxscore on the 1957 legislative session includes a number of victories on important bills which it supported or opposed. A partial boxscore:

- Authority to establish a Bay Area Rapid Transit District, to be financed initially out of property tax of 5c on each \$100 of assessed valuation in San Francisco, San Mateo, Marin, Alameda and Contra Costa counties. **PASSED.**
- Authority to transfer state-owned streets to the City in order to provide new street patterns suitable to industrial development in the Hunters Point Reclamation District. **PASSED.**
- Provisions for reciprocity between San Francisco and counties that operate under Bradley-Burns Sales and Use Tax Act so that double taxation on items purchased in the city may be avoided. **PASSED.**
- Regulation of debt-counselors through limitation of fees charged for adjusting debts of financially over-burdened individuals. **PASSED.**
- Appropriation of an additional \$2.9 million to develop Squaw Valley as site of the 1960 Winter Olympics, bringing total state outlay to \$7.9 million for 200-acre Sierra development with permission to make the area into a State park later. **PASSED.**
- Beer and cigaret tax bill opposed by Chamber. **DEFEATED.**
- Fair Employment Practices bill opposed by Chamber. **DEFEATED.**
- Raising of state royalties on wildcat offshore oil leases, increasing State income from tidelands oils; opposed by Chamber. **PASSED.**
- Remodeling of Bay Bridge, converting span into a two-level directional freeway with five traffic lanes on each deck; proviso to remove rails when deemed 'necessary' included despite Chamber opposition. **PASSED.**

City—State—Federal

Compiled by the Research Department, San Francisco Chamber of Commerce

CITY-STATE SECTION

Final Date	Interested Parties	Act Required	Responsible Agency
Each month this day			
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
1	Distributors motor-vehicle fuel	File and pay tax for the second preceding month.	State Bd. of Equalization
15	Common carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs. agents, and wholesalers, rectifiers and brandy mfrs.	File report and pay tax for preceding month.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File report and pay taxes for preceding month.	State Bd. of Equalization
15	Producers and brokers	File report and pay tax for preceding month on transactions in petroleum products.	State Bd. of Equalization
25	Motor vehicle transportation operators	File return on or before 25th and pay taxes for preceding month.	State Bd. of Equalization
25	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization
Last day of month			
	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax on or before last day of month after close of taxable quarter. If required to pay on monthly basis, do so by last day of month following.	State Bd. of Equalization
July			
	See "Each Month this Day"		
	Off-sale general licensees	File report for fiscal year ended 6/30 and pay required additional license fee.	Department of Alcoholic Beverage Control
15	Wine growers	File report for fiscal year ended 6/30 and pay required additional license fee.	Department of Alcoholic Beverage Control
31	Retailers and purchasers of tangible personal property subject to tax	File sales tax return and pay tax for quarter ended 6/30/57. (See last day each month.)	State Bd. of Equalization
31	Retailers and purchasers of tangible personal property subject to tax	File purchase and use tax return and pay tax for quarter ended 6/30/57	S. F. City and County Tax Collector
31	Employers	File return and pay second quarter State Unemployment and Disability Insurance Tax.	State Dept. of Employment
August			
	See "Each Month this Day"		
15	Individuals	Pay second installment of tax if on calendar year basis.	Franchise Tax Board
31	Property owners	Last day in pay taxes on unsecured personal property roll.	S. F. City and County Tax Collector
Sept.			
	See "Each Month this Day"		
16	Corporations	File return and pay at least half of corporation franchise tax if year ended 6/30/57.	Franchise Tax Board
16	Corporations	Pay second installment of corporation franchise tax if on calendar year basis.	Franchise Tax Board
October			
	See "Each Month this Day"		
15	Individuals	File and pay first installment of individual income tax if fiscal year ended 6/30/57.	Franchise Tax Board
31	Retailers and purchasers of tangible personal property subject to tax	File sales tax return and pay tax for quarter ended 9/30/57.	State Bd. of Equalization
31	Retailers and purchasers of tangible personal property subject to tax	File purchase and use tax return and pay taxes for quarter ended 9/30/57	S. F. City and County Tax Collector
31	Employers	File return and pay third quarter State Unemployment and Disability Insurance Tax.	State Dept. of Employment

CITY-STATE SECTION (Cont'd)

Final Date	Interested Parties	Act Required	Responsible Agency
Nov.			
	See "Each Month this Day"		
15	Insurance companies	Pay gross premium tax.	State Controller
Dec.			
	See "Each Month this Day"		
10	Property owners	Pay first installment real property taxes and one-half of all personal property taxes on Secured roll.	S. F. City and County Tax Collector
16	Individuals	Pay third installment of personal income tax	State Franchise Tax Board
31	Producers and brokers motor vehicle fuel	Pay fee and apply for license for ensuing year.	State Bd. of Equalization
31	On-sale retailers	Last day for renewal of license.	Department of Alcoholic Beverage Control

FEDERAL SECTION

Final Date	Interested Parties	Act Required	Responsible Agency
Each month this day			
15	Employer	If income tax withheld, plus 4 1/2% of wages subject to social security equal or exceed \$100, pay to authorized department. Payment for last month each quarter due last day of the following month with filing of return.	District Director of Internal Revenue
15	Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes.	District Director of Internal Revenue
15	Individuals	Individuals whose fiscal year ends on last day of any month except December—file declaration of income tax and pay first installment of estimated tax on 15th of 4th month following; the first amendment and second payment are due on 15th of the 6th month following; the second amendment and third payment on the 15th of 9th month following; final amendment and payment the 15th of the 13th month following; with final return due the 15th of the 4th month following the close of the fiscal year.	District Director of Internal Revenue
15	Corporations (on fiscal year basis)	Corporations whose fiscal year ends on last day of any month other than December—Income tax returns are due by 15th of the 3rd month following the end of the fiscal year and at least one-half taxes then payable. Balance of tax is payable on the 15th day of 6th month following close of fiscal year.	District Director of Internal Revenue
15	Estates and Trusts	File returns by 15th day of 4th month after close of fiscal year; trust taxes in full accompany returns but estates may make first quarterly payment on filing date with installments due on 15th of fourth, seventh, tenth and 13th month after close of fiscal year	District Director of Internal Revenue
Quarterly Last Day of Month			
	Retailers, mfrs., amusement, cabarets	On last day of month after each calendar quarter, file return for preceding quarter on Form No. 720 and pay tax due for admissions, dues and miscellaneous taxes, including Retailers Excise Tax. If liable amounts in any month except last month of each quarter exceed \$100, deposit such amounts in a Federal Reserve Bank or any authorized local bank by last day of following month.	District Director of Internal Revenue
July 31 and Oct. 31			
	Employer	Last day to file quarterly return and make payment of taxes of preceding calendar quarter for Federal Income and Social Security. Pay quarterly installment on Federal Unemployment Insurance tax.	District Director of Internal Revenue
Sept. 16	Individuals	Pay third installment estimated income tax for 1957.	District Director of Internal Revenue
Dec. 16	Corporations	File declaration and pay first installment on corporate 1957 estimated tax.	District Director of Internal Revenue
Sept. 16	Corporations	Pay second installment on corporations estimated 1957 tax.	District Director of Internal Revenue

LOCATION OF LOCAL OFFICES OF RESPONSIBLE TAX AGENCIES

Assessor, City and County of San Francisco, City Hall, Civic Center	KLondike 2-1910	California State Franchise Tax Board, 540 Van Ness Avenue	Underhill 1-7234
Tax Collector, City and County of San Francisco, City Hall, Civic Center	HEmlack 1-2121	California State Motor Vehicle Department, 160 South Van Ness Avenue	Underhill 3-0300
California State Board of Equalization, State Building, Civic Center	UNderhill 1-8700	District Director of Internal Revenue, 100 McAllister Street	KLondike 2-2833

'Only Time to Quit is at the End of Your Lifetime'

"The only time you must retire is at the end of your life."

That's the belief of Dr. Roy W. Kelly, 68, Harvard and Stanford lecturer, personnel administrator and labor relations expert, now a Chamber member and management consultant for Management Associates, 68 Post Street.

Kelly, whose organization is staffed with aged businessmen who refuse to say 'die', equates his conviction to practical action.

With two associates, one also 68 and the other 70, he recently went on a survey into the unexplored mountain regions of the Yukon, an area one-third larger than California.

Kelly, born in Hollister and a graduate of Stanford in 1912, earned his M.A. and Ph.D. at Harvard. A sinewy and vigorous man with a razor-sharp mind, Kelly is prouder of his moose-hunting than of his business and academic achievements.

His organization, comprised of a group of the Bay Area's older men—66 to 75 years of age—has been extremely successful in serving Western firms and individuals in the higher income tax bracket. Headed by Dr. Kelly and another native Californian, Charles R. Phelps, the group deals with large banks and old-line, low-cost life insurance companies to effect important tax savings for its clients.

Dr. Kelly, who is listed in *Who's Who on*

the Pacific Coast, says his management service is looking for retired executives for his organization, "no investment, no financial obligations and no fees involved."

"Among our associates," he says, "are former top executives with nationally known firms. The volume of our current business

runs into many millions of dollars.

"Experience with this group demonstrates beyond cavil that older men can be happily and productively employed on assignments demanding maximum mental alertness and a keen awareness of changing business and legal conditions."

SALUTE TO SF INDUSTRY



WARM AIR HEATING \$50 MILLION BUSINESS

Air conditioning—mechanical mastery of man's environment—is the greatest challenge of the heating, ventilating, plumbing and piping industry, in the opinion of the National Warm Air Heating and Air Conditioning Association which held its summer convention recently in San Francisco, its first such gathering on the Pacific Coast.

With mastery of other forms of warm air heating, including fuel oil and liquid petroleum, gigantic strides have been made in developing package air conditioning units for home, office and commercial use by combining gas furnaces with refrigeration, through use of natural gas, the great stimulus in the heating and cooling industry, according to leaders of the Warm Air Heating Institute of Northern California.

Natural gas, now serving areas in California as well as in the United States, was first piped into San Francisco homes in 1929 out of Kettleman Hills in the San Joaquin Valley. Its availability has been a prime reason for the great industrial progress throughout central and northern California. As one result, 30 per cent of the natural gas furnaces manufactured in this country are made by a dozen different Bay Area manufacturers whose combined output is estimated from \$50 million to \$60 million a year.

From the point of view of design, the Pacific Coast is well ahead of the rest of the nation because of the early use of natural gas. Today most Eastern firms are employing furnace designs pioneered in this area.

Total value nationally of new building construction in 1956 amounted to more than \$29 billion. The value of air conditioning, heating, ventilating, plumbing and piping contracts was estimated at \$4.4 billion, according to reports from that industry. The U.S. Department of Commerce reported shipments of about 815,000 warm air gas furnaces during 1956.

Since natural gas first was introduced here, it has enjoyed wide use by all manufacturing firms in the Bay Area: it fires boilers, kilns, furnaces, and forges and keeps maintenance costs at a minimum.

Chemical firms now use natural gas as raw material in the manufacture of anhydrous ammonia, petrochemicals and other products in this, one of the fastest areas of economic growth in the nation.

Natural gas, averaging about 1100 BTU's per cubic foot in San Francisco last year, is available for industrial, commercial and domestic purposes at low rates, graded according to the size of the consumer.

General domestic use rates range from about 5.25 cents to 5.59 cents per 100 cubic feet with commercial use rates for large quantities ranging down to 3.71 cents for 500,000 Therms.

Total gas consumed in San Francisco amounted to 46 billion cubic feet last year. The city is served by Pacific Gas & Electric Co., the largest gas and electric utility in the United States. P.G. & E. now has 3,200 miles of gas transmission lines, 16,200 miles of gas distribution lines and a system-maximum daily availability of 1,800,000,000 cubic feet.

Leading furnace manufacturing companies with plants in San Francisco include: Fraser & Johnson Co.; Pacific Gas Heating Co.; Ray Oil Burner Co.; and Tuck-Aire Furnace Co. Bay Region firms: Aladdin Heating Co., San Leandro; Henderson Furnace & Manufacturing Co., Inc., Peralta; Heat Well Manufacturing Co. and A. O. Smith Corp., both of Oakland; and San Carlos Manufacturing Co. and Sequoia Manufacturing Co., both of San Carlos.

*A regular feature . . . ask the Chamber for Reprints; EX3600-24511, Ex. 13 or 14, Research Dept.

'Better Your Living at Home' Public Showing Scheduled for June 30

The first of a series of public showings of homes modernized under the "Better Your Living at Home" campaign sponsored by the Chamber will be held Sunday, June 30, at 2258 43rd Avenue, chairman William H. Young has announced.

The first home, rebuilt by John Novak, is a typical two-bedroom Sunset junior-five, built in 1943.

"With almost 25 per cent of the Bay Area's 4200 carpenters now reported unemployed because of a present building slump in new houses, we feel rebuilding and refurbishing San Francisco homes will partially alleviate the situation," Young said.

"It is estimated that out of 91,000 single family dwelling units in San Francisco, 69,000 of them are 20 years old or more. Modernization of these dwellings offers an indefinite tenure of safe, comfortable living in one of the most beautiful cities in the world."

"Youth Wants to Work" Program Is Underway

"Youth Wants to Work," a program to help high school and college students obtain summer employment, is being supported by the Chamber in cooperation with local public and parochial schools, the Down Town Association, S. F. Youth Association, The Guardsmen, S. F. Youth Council, S. F. Publicity Club and State Department of Employment.

Work permits, given if a job is secured or promised, are being issued to students under 18 years of age at the Board of Education, Room 16, 135 Van Ness Avenue, UN 3-4680.

Hitting the High Spots

With JIM WARNOCK

MOBILE INFORMATION UNITS, arranged by the Chamber's Armed Forces Section, in cooperation with the Convention and Visitors Bureau and the San Francisco Chapter, American Red Cross, distributed thousands of maps and pamphlets on San Francisco to the officers and men of the U. S. First Fleet during the visit last weekend. . . .

REGULATION OF OUTDOOR ADVERTISING on the new national highway system could be an entering wedge to legislation on advertising in general, Joseph W. Fontana, director of public relations, Foster & Kleiser, writes in *WESTERN ADVERTISING*. . . .

WILLIAM RANDOLPH HEARST Memorial State Park, the result of the gift of the Hearst Castle at San Simeon, San Luis Obispo County, to California by the Hearst Estate, has been incorporated into the California State Division of Beaches and Parks. . . .

600 RETAILERS REPRESENTING 600 WESTERN FIRMS were in San Francisco for fall market week, sponsored by the San Francisco Fashion Industries at the same time as the West Coast Salesman's Association meeting. . . .

IRREPARABLE HARM TO THE AMERICAN MARITIME industry would result if Congress were to approve legislation calling for the sale of United States ships to foreign nations, according to the American Merchant Marine Institute, Inc. . . .

MOVIE PICTURE SERVICE CO. of San Francisco recently inaugurated its new TV Film News Service completely staffed and equipped to produce, place, and follow up on news material. . . .

SUNNYVALE JAY CEES were recently honored at the annual banquet of the Sunnyvale Chamber of Commerce. . . .

CRON-TV has developed a new system for special handling of requests for public service announcements, in which organizations can call at any time the station is on the air, emergency announcements being telecast within minutes. . . .

FORMATION OF THE WORLD TRADE CLUB for Northern California has been announced by George Gillison, president of American President Lines and newly-elected president of the club, to be located on the top floor of the World Trade Center. . . .

NINTH ANNUAL WESTERN ELECTRONIC Show and Convention, August 20-23 at the Cow Palace, will offer its expected 30,000 registrants a broad choice of organized visits to research laboratories, manufacturing plants, military installations in the Bay Area. . . .



FARMER, FINALLY! — Wilson Meyer, president, No. 1-A District Agricultural Association, is presented an honorary degree naming him a State Future Farmer from Gordon Hill, president of the State Future Farmers of America. At left is Lloyd Garrison, vice-chairman of the Agricultural Committee of the Chamber. At right is H. L. Strabel, secretary-treasurer, Associated Farmers of California, Inc. The presentation was made during a recent luncheon at the Fairmont, sponsored by the Chamber. . . .

NEW MEMBERS IN RECENT MONTHS



B. J. Graves

R. M. Connelly

Harold Koe

C. W. Buchanan

Elliott Frey

New members recently added to the Chamber, left to right, are: B. J. Graves, *Graves Associates*; Robert M. Connelly, manager, *Motels-Hotels Information Center*; Harold Koe, managing owner, *Koe's Auberge*; C. W. Buchanan, vice-president in charge, San Francisco office, *Duo-Bed*; and Elliott Frey, president, *Duo-Bed*.

FOREIGN AID & FOREIGN TRADE was the subject of James P. Wilson, Manager of the Chamber's World Trade Department, before the American Association of University Women on Tuesday. On June 27 he will discuss American economic policy in eastern Asia before the China Tiffin Club. . . .

AUTHORIZED BONDS OF THE CITY AND COUNTY of San Francisco which have not been sold totaled \$146,850,000 on March 31, compared with a limit of bond sales amounting to \$132,114,821 according to the San Francisco Bureau of Governmental Research. Bonds are being retired at the rate of approximately \$17 million annually, increasing the margin for future bond sales. . . .

YIP, WOC AND ZPN are all defined in the booklet on "Aviation Jargon" just issued by Western Airlines and American Aviation Publications. . . .

HOT ROD HANDICAP AND NORTHWEST WONDERLAND are the latest films offered by the film library of Richfield Oil Corporation 333 Montgomery. Attn: Retail Sales Dept. . . .

CHANGES IN CONDITIONS under which the Federal Government may acquire new public buildings under installment-payment procedure have been proposed in a bill, S. 2261, of which Senator Thomas H. Kuchel is a co-sponsor, extending the Lease-Purchase Act of 1954. The revisions may expedite building of the Federal Courthouse and Office Building in San Francisco. . . .

SHIPMENTS OF 573,358 TONS OF CARGO last month pushed the Port of San Francisco's tonnage for 11 months of its present fiscal year to 5,821,775 tons—some 791,000 tons ahead of volume for the same period a year ago. . . .

MINORU OZAKI, special correspondent of the Chubu Nippon Press, recently met with Chamber General Manager G. L. Fox to convey a message from the Nagoya Chamber of Commerce and Industry commemorating the fiftieth anniversary of the Port of Nagoya. . . .

HARRY LINTZ, District Manager for California of the United States Chamber of Commerce, will discuss "Building a Business Climate" next Monday evening before the Richmond Chamber of Commerce. . . .

NEW AND DIRECT ASSISTANCE to exporting and importing firms in the mountain states was established by the Port of San Francisco on June 1 with the activation of regional headquarters in Denver. . . .

DESIGN FOR TODAY, exhibition of decorative accessories for American homes, will be open to the public through the end of June at the World Trade Center, under the auspices of the Japan Trade Center, 9 to 5 daily except Saturdays and Sundays. . . .

MOTELS-HOTELS INFORMATION CENTER recently opened at 516 Van Ness Avenue. Reservations at ALL San Francisco hotels and motels, as well as hotels and motels throughout the Bay Region, and in all major U. S. cities may be made by calling UN 1-3333, a San Francisco first, according to Robert M. Connelly, Manager. . . .

BRAUN-KNECHT-HEIMANN COMPANY of San Francisco has purchased the scientific apparatus, industrial, chemical and hospital supply business of the Denver Fire Clay Company, including the headquarters office and warehouse in Denver and inventories in Billings, Salt Lake City, Albuquerque and El Paso, and will now service the eleven western states, according to L. H. Reyburn, President. . . .

WEIBEL CHAMPAGNE VINEYARDS, Mission San Jose, will open a unique Wine Hacienda in July, a hospitality center for visitors at the winery interested in the lore and traditions of fine wine making. Located near historic Mission San Jose de Guadalupe, its exterior design will be based on the simple mission architecture of the 18th Century. . . .

EUGENE W. BURGESS, former vice president of General Mills, Inc., and former assistant to the Secretary of Commerce, has been appointed head of University of California Business Administration Extension. . . .

PAN-AMERICAN WORLD AIRWAYS quadrupled number of flights on its extra deluxe President Special service to London this month. Four flights a week are offered on Super Stratocruisers at \$50 premium fare. An all-cargo service between this city and Honolulu will be launched July 3 by Pan Am. . . .



COMMEDED—Victor V. de Carvalho (left), retiring Deputy Consul of Brazil, receives a scroll commending him for his column in a Rio diary, O Globo, about San Francisco. To the right is George E. Talmage, Jr., president of the San Francisco Area World Trade Association, who made the presentation. Center is Victoria Silva of Varig Air Lines. . . .

CHAMBER OPPOSES STATE PRINTING OF SCHOOL TEXTBOOKS

Opposition "in principle" to the printing of elementary school textbooks by the State Printing Office has been voiced by the Chamber's Board of Directors.

"State printing of textbooks has retarded the development of a large-scale book publishing industry in California," James H. Barry II, chairman of the Manufacturers Committee, stated. "Although printing is the largest single industry in the San Francisco Bay Area, book publishing has been held back largely because of this practice and also because of the absence in San Francisco, until recently, of binderies large enough to handle the volume."

"Textbook printing could be the nucleus of a large book publishing industry in the West. The field is now restricted to the Eastern United States, largely because of state printing in California."

CALENDAR—CHAMBER EVENTS

June 24—TECHNICAL PROJECTS COMMITTEE—Commercial Club, 12:15 p.m.

Agenda: Review of Water Legislation and Discussion of Problem of Disposal of Solid Waste.

Speakers: Benjamin Linsky, Bay Area Air Pollution Control Officer.

June 25—WORLD TRADE CENTER COMMITTEE, SFAWTA—1st floor conf. room, Chamber, 2:15 p.m.

June 25—VISITOR BUSINESS PROMOTION COMMITTEE—1st floor conf. room, Chamber, 11:12 noon.

June 26—SFAWTA LUNCHEON—Green Room, Fairmont Hotel, 12 noon.

June 27—SMALL BUSINESS COMMITTEE—Commercial Club, 12 noon.

June 28—SUBCOMMITTEE ON TRADE RELATIONS WITH UNITED KINGDOM, SFAWTA—1st floor conf. room, Chamber, 2:15 p.m.

June 30—"BETTER YOUR LIVING AT HOME" OPEN HOUSE—2258 43rd Ave., San Francisco: all Chamber members welcome.

Agenda: Showing of first remodeled home of the Better Your Living at Home project.

July 2—INTERNATIONAL EXHIBITIONS AND TRADE MISSIONS, SFAWTA—1st floor conf. room, Chamber, 2:15 p.m.

Matsonia: Pride of Matson Fleet

San Francisco Progressogram - - - - - No. 30



S.S. MATSONIA—Matson Company augments its service from San Francisco to Hawaii.

The new S.S. MATSONIA symbolizes the gigantic growth of the Matson Navigation Company, one of the greatest of more than 200 maritime lines and agencies located at the Port of San Francisco.

Seventy-five years ago Swedish-born William Matson first dropped anchor in Hilo Bay, Hawaii, aboard his first ship, the three-masted EMMA CLAUDINA; 56 years ago Matson Navigation Co. was incorporated in his one-office headquarters on Steuart Street near the Embarcadero. Since that time Matson Lines has expanded into one of the world's most remarkable steamship companies.

In 1955, the Matson company scheduled \$60 million in a construction program, including the reconversion of the old MONTEREY into the present MATSONIA at a cost of \$20 million, and the building of the new MONTEREY and MARIPOSA. The LURLINE was modernized in 1948 at a cost of \$17,500,000.

Matson now has 20 modern freighters in the Pacific Coast-Hawaii trade; a subsidiary, The Oceanic Steamship Co., with four freighters running to the South Pacific, New Zealand and Australia; another subsidiary, Matson Terminals, Inc., with stevedoring operations here, in Los Angeles, Seattle, Tacoma and Portland; a \$4 million insurance subsidiary, Matson Assurance Co.; and four hotels in Hawaii, the 300-room Princess Kaiulani (built in 1955), the Surf-Rider, Moana and Royal Hawaiian.

Paving the way for future expansion of freight service to the Far East is another subsidiary, created last year, Matson Orient Line, Inc.

The present SS MATSONIA, the third ship bearing that name, was reconstructed at Newport News, Va., after being repurchased from the government early last year, the largest job of its kind in maritime history, involving complete rebuilding of the ship.

The vessel was originally built at Bethlehem Shipbuilding Co., Quincy, Mass. and launched in 1931. In World War II, its captain, Ellis R. Johanson, directed the rescue of 1,675 survivors of the bomb-blasted troopship, the SANTA ELENA, in the Mediterranean, largest sea-rescue operation by a single ship in maritime history.

The first MATSONIA, launched in 1913, was renamed the ETOLIN after being sold to the Alaska Packers Association in 1936; after service as a troopship, it was broken up for scrap.

The second MATSONIA, launched in 1926, also served as a troopship and later was sold to foreign flag interests; it was renamed the QUEEN FREDERICA.

Rebuilding of the old MONTEREY into the present MATSONIA has made her one of the most modern passenger ships afloat. The 26,150-ton liner, propelled by two triple-expansion, single-reduction geared turbines—each with 11,000 shaft horsepower—has a speed exceeding 20 knots. The ship has a gleaming white hull, a graceful, clipper-type bow and is 638 feet, eight inches long overall with a maximum width of 82 feet. It carries a crew of 389, accommodates 780 passengers, first class, and has 165,693 cubic feet of dry cargo space.

*A regular feature . . . ask the Chamber for Reprints; EXbrook 2-4511, Ext. 13 or 14, Research Dept.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager
JAMES D. WARKOLK, Executive Editor
JOSEPH T. HAUGHEY, Editor

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Jackson Square Area Gets Progress Award

Chamber-Supported Fair Employment Code Passed by Board of Supervisors



JACKSON SQUARE HONORED—The Chamber last week presented an Award of Progress to the Jackson Square Association for the restoration of that area from a blighted group of warehouses into an interior design center unique in America. Left to right in front of the bronze tablet marking the bank established in the Gold Rush days by William Tecumseh Sherman before he achieved Civil War fame are W. Allen Knolle, secretary of the association; Mrs. Edith Brown, outgoing president; Jack Murphy, new president; and W. H. Mixter, chairman of the Business Center Development committee. Award honors those firms or organizations whose building or expansion programs have created new employment and enhanced their areas of San Francisco. The association was also honored on Jackson Square Day on June 5.

A compromise fair employment practices code for San Francisco supported by the Chamber was passed on Monday by the Board of Supervisors, having received the unanimous recommendation last week of the Supervisors' County, State and National Affairs Committee.

Adrien Falk, speaking in behalf of the Chamber and other opponents of the earlier bill, called the measure a good compromise.

The ordinance:

- makes it unlawful for employers to refuse to hire an individual or otherwise discriminate against him in employment because of race, color, religion, ancestry, national origin or place of birth;
- establishes a 7-member Commission of Equal Employment Opportunity without punitive authority but with broad mediation and conciliation power;
- provides that all commission proceedings are secret and remain so until unresolved complaints are certified to the City Attorney for action in the courts;
- holds that no one shall be liable for damages or monetary judgment in excess of 90 days' pay for the job involved;
- provides that a person found guilty of discriminatory practices twice within one year will be barred from entering into contracts with the city and county for one year.

San Francisco Has 181st Anniversary

San Francisco observed its 181st anniversary last week. The sites of the Presidio and Mission Dolores were selected on June 28 and June 29, 1776, respectively, by Colonel Juan Bautista de Anza, a few days before the signing of the Declaration of Independence.

SALUTING FAIR SHARE MEMBERS

"The chamber of commerce movement has had a tremendous impact on the American way of life. Avail yourself of the many service and business aids of the San Francisco Chamber of Commerce; participate in its activities whenever you can."

—E. D. Maloney, President, San Francisco Chamber of Commerce

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program, a continuing project to place dues on a par with those of other cities the size of San Francisco and in proportion to business' stake in the community, are:

Ames Supply Company
James H. Barry Company
Coffin-Redington Company
The East Asiatic Company
Engs Motor Truck Company
Honic Mutual Savings and Loan Company

W. J. Lancaster and Company
Lyon Van and Storage Company
Mercantile Acceptance Corporation
C. C. Moore and Company
Pierce Rodolph Storage Company
United Parcel Service

(Many others will follow in subsequent issues)

Bayshore Freeway Open Water Project Ribbon-Cutting Set

The Chamber and the San Mateo County Development Association have invited Governor Knight and other officials to participate in a ribbon-cutting ceremony, Thursday, July 11, marking the opening of the Open Water Project, Bayshore Freeway.

Cars entering from the city must cross the freeway at Butler Road Overcrossing and re-enter the highway northbound. Northbound cars will enter the new freeway at its southern

(Continued on page four)

San Francisco's General Business Activity At Record Levels in First 5 Months of '57

General business activity in San Francisco during the first five months of 1957 continued at record levels, according to the Chamber's Research Department. The spring pattern, however, shared little resemblance to similar periods of recent years. Sustained strength throughout the spring months was in contrast to a usual sharp rise in early spring and a subsequent drop.

The Chamber's Activity Index five months average topped last year's by 4.7% and amounted to 151.6 compared to 144.8 a year ago.

May gains over a year ago were significant, with the Activity Index up 7.4%. Sharing in the rise were financial transactions, real estate sales, some areas of construction—particularly new residential additions, alterations and repairs, airport and bridge traffic, retail department store sales, port revenue tonnage and electrical energy consumption.

May financial transactions in San Francisco based on bank debits amounted to \$4.2 billion or 11% over last May; the 5 months cumulative of \$20.5 billion represented an increase of \$1.4 billion over similar period last year.

Construction authorized in San Francisco in May amounted to \$5,109,838. New residential accounted for 36% and provided for 143 dwellings units, new non-residential accounted for 26%, and additions, alterations and repairs for 38%. Larger projects included P.G. & E. power plant facilities \$1,180,000; Children's Hospital alterations \$418,000; motel at Van Ness and Broadway \$200,000; apartment \$194,000, library \$115,000, and a super-market at Paul Avenue and Third Street \$101,250.

During the first five months 4,756 building permits were issued for a total of \$32,574,158 and represented an increase of 23.7% in number and 6.5% in amount. New residential accounted for 19% of the five months total, new non-residential for 52% and additions, alterations and repairs for 29%.

Real estate transactions firmed up in May with 1649 deeds recorded compared to 1480 in April and 1577 last May. Deeds recorded during first five months totaled 7722 against 7652 last year.

May retail department store sales in San Francisco kept pace with the trend in California and the 12th Federal Reserve District, all experiencing a 4% increase over last year. Sales for five months were down 1% in San Francisco but up 1% in California and the Federal Reserve District. Merchant wholesalers' sales on the Pacific Coast in April (latest) were 11% above a year ago and the four months up 5%, compared to 6% and 4% respectively in the nation.

In the transportation field in May, San Francisco port revenue tonnage rose 28.8% to 580,775 tons; of this foreign commerce accounted for 54% coast-wise and intercoastal for about 8% and inland waterway for the balance. First five months port revenue tonnage total was up 35%, with foreign up 26%, inland waterway up 65%, coast-wise up 2.7%, and intercoastal down 2.4%.

San Francisco International Airport traffic made substantial gains in May. Planes in and out totaled 10,855, or an average of 350 daily; passenger off and on soared to 281,185, or an average of 9070 daily; air freight amounted

to nearly 4000 tons, or about 120 tons daily. Five months total passenger traffic increased 15.2%, air mail 3.5%, air freight 19.3% and number of planes 0.6%.

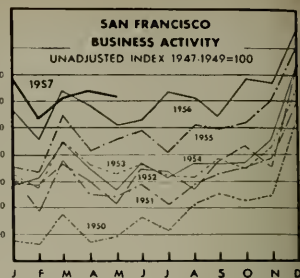
In the utility field electrical energy, sales in San Francisco were up 3.5% over last May. Commercial and industrial water sales were practically the same, but industrial and commercial gas sales dropped 7.9%.

Consumer prices in San Francisco and the Bay Area in March (latest) were 4.7% above a year ago and March average weekly earnings of production workers were up 4.8%.

BAY REGION

Bay Region financial transactions in May amounted to \$6.6 billion, an increase of \$619 million over last May; the five months cumulative of \$31.7 billion exceeded the same period last year by \$3.0 billion and accounted for a slightly higher share of the 12th Federal Reserve District total business.

Employment in the six-county metropolitan



area reached a new high for May of 1,085,100 persons. All industry groups except construction shared in the year to year rise. Employment during the five months averaged 1,076,700 persons or about 23,000 above the same period last year.

There were 400 ship arrivals in the Bay during May, compared to 397 a year earlier; the five months cumulation amounted to 1942 compared to 1879 last year.

Nine county dwelling units authorized in May totaled 2973 as against 3085 in April and 3208 in May last year. The five months total of 12,630 units was 12.5% under the similar period last year.

BUSINESS ACTIVITY THROUGH MAY, 1957

BRANCH OF ACTIVITY	MAY 1957	% from 1956	5 MOS. 1957	% from 1956	
*GENERAL BUSINESS ACTIVITY INDEX					
CONSTRUCTION PERMITS					
Total Number	151.7	7.4	151.6	4.7	
Value \$	5,109,838	36.1	32,574,158	6.5	
Residential, New	1,832,799	49.9	6,231,048	34.5	
Dwelling Units	143	45.9	509	38.5	
Single-family units, New	66	12.0	310	33.8	
Non-residential, New	1,345,424	73.2	16,840,307	25.3	
Additions, Alterations and Repairs	1,931,615	9.0	9,512,803	24.4	
Nine County dwelling units authorized	2,973	-7.3	12,630	-12.5	
REAL ESTATE—Deeds Recorded	Number	1,649	4.6	7,722	0.9
*RETAIL DEPARTMENT STORE SALES	Index	131	3.7	107	-1.8
FINANCE—Bank Debits	\$600	4,155,572	11.1	20,511,455	7.5
Postal Receipts	\$	2,533,665(a)	-7.7	10,171,459(b)	-3.2
Pacific Coast Stock Exchange	Shares traded	3,961,709		15,286,103	
Market Value \$	61,826,299		276,433,561		
COMMERCIAL FAILURES	Number	12	-50.0	74	0.0
INDUSTRY TREND—6 County Total Employment	1,085,100(p)	1.6	1,076,700(p)	2.2	
Mfg. Average Weekly Earnings	94.35(a)	6.6	256,500(p)	2.5	
Manufacturing (employment)	217,500(p)	1.5	70,380(p)	-4.9	
Construction, contract	79,900(p)	-9.2	70,380(p)	-4.9	
Finance, insurance, real estate	68,600(p)	2.8	68,360(p)	3.5	
Retail trade	173,200(p)	0.9	175,620(p)	0.7	
Wholesale trade	79,300(p)	3.5	79,120(p)	4.0	
Service	239,200(p)	3.8	237,860(p)	3.8	
Trans., comm., & utilities	122,200(p)	3.6	120,940(p)	3.8	
Agriculture	20,500(p)	7.3	16,800(p)	-2.9	
Govt.—Federal, state, city	91,000(p)	0.7	91,160(p)	1.5	
Other	2,600(p)	8.3	2,600(p)	8.3	
TRANSPORTATION—Freight car movement	Number	13,589	-6.2	67,671	-4.7
S. F. Airport—Planes In and Out	Number	10,855	-3	53,355	0.6
Passengers Off and On	Number	281,185	16.2	1,248,061	15.2
Air Mail Loaded and Unloaded	Lbs.	2,906,951	-1.9	14,541,807	3.5
Air Express Loaded and Unloaded	Lbs.	349,297(c)	-65.3	3,432,253	-3.5
Air Freight Loaded and Unloaded	Lbs.	7,922,415	35.2	31,487,993	19.3
Rail Express Shipments	Number	5,172(c)	-93.8	206,438(c)	-31.4
Truck Movement—S. F. Area	Index	161.7	6.8	153.8	0.2
Out-of-State passenger car entries into N. C.	Number	63,686	-6.2	255,253	-1.0
PORT OF SAN FRANCISCO—Revenue Tons					
Total	580,775	28.8	2,809,247	34.9	
Coastwise	392,836	2.2	2,570,702	-2.7	
Inland Waterway	222,998	39.4	1,002,139	65.1	
Intercoastal	36,745	-6.6	193,922	-2.4	
Foreign	312,698	31.3	1,477,487	25.8	
CARGO VESSELS (San Francisco Bay)					
Arrivals	Number	100	0.8	1,942	3.4
Millions of Registered Tons	1,909,010	3.6	9,270,934	4.9	
UTILITIES—Elc. & Comm. Gas Sales	Cu. ft.	1,232,301,000	-7.9	7,484,274,000	-3.2
Elc. Energy Sales, K. W. Hrs.	Index	141.6	2.5	146.2	-0.3
Water Consumption—Comm. & Ind.	Cu. ft.	138,382,000	-0.2	786,447,000	-5.5
NEW DEVELOPMENTS					
Visitor and Newcomer Inquiries	Number	1,611	-10.1	7,809	-5.3
Bay Bridge Vehicle Crossings	Number	2,834,557	1.1	13,628,803	0.0
Golden Gate Bridge Vehicle Crossings	Number	1,841,663	1.8	6,004,803	2.5
LIVESTOCK SLAUGHTER (Insp. Dist.)	Number	110,000(a)	-17.9	441,000(b)	-17.6
*S. F. CONSUMER PRICE INDEX—All Items	113.2(c)	-0.2			

*Index Base (1947-19 Monthly Average = 100). (a) April latest, (b) 4 months, (c) strike condition, (d) March 1957 quarterly index latest. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

With JIM WARNOCK

WESTERN INSTITUTE of Chamber of Commerce and Association Executives, June 23-29 at Stanford, included a lecture on interpreting statistics by General Manager G. L. Fox, who also took part in a symposium on cooperation with metropolitan areas, along with Harold W. Wright, General Manager, Los Angeles Chamber, Don M. Follett, Vice President and General Manager, Seattle Chamber of Commerce. Attending various sessions were Rendle P. Shields, Manager, Public Affairs Department, Sydney Kell, Manager, Domestic Trade, and Harold Starr, Manager, Civic Development.

WESTERN AIR LINES announced the appointment of Douglas Stockdale, veteran Latin American airline official, as general manager for the line in Mexico City to coordinate operations at the southern terminal of the newly won Los Angeles-Mexico City route. Plans call for the inauguration of daily non-stop service on July 15, including direct links with Seattle, Portland, and San Francisco.

TO KEEP PACE with northern California's growing demands for drafting and engineering supplies and equipment, Royal Drafting Supply Co. recently moved into larger ground floor quarters at 318 Mission Street, according to L. L. Olds, president, following expansion of display, sales, stock and shipping facilities.

MALAYA IS THE MOST FAVORABLE in Asia for American investment and sales, John Harris, Richard Conlon & Associates, told the San Francisco Area World Trade Association last week. The Malayan Federation, which gains its independence on August 31, has a strong interest in U. S. products and services.

JAPAN TRADE CENTER'S "Design for Today" exhibition at the World Trade Center has been extended through July 10.

SAN FRANCISCO TRADE with Far Eastern nations will be further expanded, but competition for cargoes is growing, too, James Campbell reports. The city's foreign trade operations manager recently returned from a two-months survey of the area, during which he joined the tour of Japan, Hongkong and the Philippines sponsored by the Chamber and the San Francisco Area World Trade Association.

DIVISION OF MINES announces the publication of "Economic Geology of the Bishop Tungsten District, California" (\$4.00) with maps, and "Economic Geology of the Casa Diablo Mountain Quadrangle, California" (\$1.00 with map).



WA JETSTREAM service between San Francisco and New York, London, Paris, Frankfurt and Rome was inaugurated recently, when the line's \$70-million fleet of Lockheed Jetstream airplanes went into service. Largest, most luxurious and longest range commercial aircraft in operation, the plane has a range of 6300 miles, a wing spread of 150 feet, and fuel capacity of 9660 gallons. It can fly non-stop on the Bay Area to Paris with 900 gallons left in reserve. Reduced propeller speed and inboard engines more than six feet from the fuselage produce quiet ride. Interiors are luxuriously designed and cocktail lounges feature murals of world cities by Eric Zamparelli, including San Francisco.

NEW MEMBERS IN RECENT MONTHS



John Butters

Ellis C. Brooks

Alexis Merab

W. W. Heffner

Jas. E. Swett

New members recently added include (top, left to right): John Butters, vice president, *Duplicating Specialists, Inc.*; Ellis C. Brooks, owner, *Ellis Brooks Chevrolet, Inc.*; Alexis Merab, proprietor, *Alexis' Tangier*; W. W. Heffner, president, *American Fund-Raising Services, Inc.*; and James E. Swett, partner, *George E. Swett & Co., engineers.*

Below (left to right) are: Olaf Malmlof, manager, *Overseas Finance & Trading Co., Inc.*; George W. Haldeman, district manager, *The E. F. Hauserman Co.*; Richard N. Meltzer, president, *Richard N. Meltzer Advertising, Inc.*; Thomas F. Stack, partner, *Stack, Rose & Berberian*, attorneys; and Raymond H. Lapin, president, *Bankers Mortgage Co. of California.*



Olaf Malmlof

G. W. Haldeman

R. N. Meltzer

Thos. F. Stack

Raymond H. Lapin

GOLDEN GATEWAY model of Area "E" redevelopment proposal will be displayed in the main public library at the Civic Center all during July, Monday through Fridays, 9 a.m. to 10 p.m., Saturdays, 9 a.m. to 6 p.m. Special private showings with explanation and discussion for groups can be arranged by calling Frank Lombardi at HE 1-2121, Ext. 630.

PACIFIC MUTUAL LIFE INSURANCE General Agent E. A. Ellis has named Robert Haber "Man of the Year" for new insurance placed, number of clients served, professional growth and community service.

OUR NEW KIND OF INFLATION is cost inflation pushing prices up, rather than price inflation pulling up costs through competitive bidding for materials and manpower, Robert C. Tyson, Chairman of U. S. Steel's Finance Committee recently told the National Industrial Conference Board.

"SUPER INCH," Pacific Gas & Electric Company's 34-inch transmission line importing out-of-state natural gas, will be completely doubled over its 502-mile length by the end of the year, at a cost of more than \$15 million. When completed, it will transmit 950,000,000 cubic feet of natural gas daily and represent a total investment of \$128,612,000.

BAY FAIR, multi-million dollar regional shopping center under construction in San Leandro by the Capital Company, will open in October with more than a score of widely-diversified types of stores, including Macy's six-million dollar branch department store which will open in late summer.

AMERICAN CAN COMPANY announces the appointment of Dr. Kenneth W. Brighton, general manager of the new products department, as director of research, succeeding Dr. Robert W. Filcher, who has been named scientific coordinator.

TEN THOUSAND BAY AREA civilian employees are involved in "Project Pay Dirt," an Army-wide drive July 3-31 to unearth more ideas that save taxpayers' money.

SONOMA COUNTY'S \$2½-million Fair and Livestock Exhibition will open in Santa Rosa on July 19, to run through Sunday, July 28, including eight days of racing and the Junior Livestock Auction.

MEMBERS OF THE CHAMBER'S MINING COMMITTEE, led by Jack H. How, Chairman, recently completed a two-day tour of northern mining areas, including the Leviathan Sulphur Mines in Alpine County and Anaconda Copper Mine at Weed Heights, Nevada. Also meeting with the Mono County Chamber and the State Mining Board at Bridgeport, Mono County, were: Phil R. Bradley, Jr.; Worthen Bradley, George Vosper, and Lewis M. Holland.

SENIOR CITIZENS ACTIVITY CENTER of the San Francisco Council of Churches opened last week at the Hamilton Methodist Church, 1525 Waller Street, featuring leatherwork, ceramics, weaving, ceramic-enamel jewelry instruction, recreation and fellowship.



UNITED AIR LINES observed the thirtieth anniversary of scheduled air transportation between San Francisco and Chicago on July 1. On that date in 1927, the single-engine biplane above carrying one passenger and a few sacks of mail landed at Chicago, completing the first regularly scheduled flight from San Francisco. With ten intermediate stops, the trip took 22½ hours. United's DC-7 "The City of San Francisco" below is one of 27 daily flights linking the two cities and making the trip in 6 hours and 40 minutes. The line now serves 80 cities on a 14,000-mile system from coast to coast.



Bayshore Freeway Open Water Project Ribbon-Cutting Set

(Continued from page one)

terminus.

After the completion of the ceremony, at Sierra Point, the party, which will include Chamber officials, A. E. Werolin, President of the San Mateo County Development Association and State Highway Commission members and other state, county and city officials, will proceed over the new portion of the Open Water Project Freeway to the California Golf Club in South San Francisco where a luncheon will be held at noon.

Because of the necessity of shifting traffic several times at the south end of the project, only the northbound lanes will be open to traffic immediately after the ceremony. The southbound lanes will be open in the near future.

More than 5 million cubic yards of earth and rock were poured into the Bay for a depth of 80 feet for the freeway segment between Candlestick Point in San Francisco and Sierra Point in San Mateo County. The 4.2-mile section, 2.2 miles of which are on overwater fill, is the last unit needed to give peninsula commuters 25 miles of completed freeway between San Francisco and Redwood City. Work on the six-lane project began in 1952. It is being completed on schedule at a cost of \$7,534,000.

CALENDAR—CHAMBER EVENTS

July 9—SHIPPERS' COMMITTEE, SFAWTA—1st floor conf. room, Chamber, 2:15 p.m.

July 9—SECOND CENTURY CLUB—Casten's Oxbow Restaurant, 371 Sufter St., 12 noon.

July 9—STREET, HIGHWAY AND BRIDGE SECTION—Room 200, Chamber, 10-12 noon.

Agenda: Sub-committee report on 1958-59 Highway Budget.

July 11—OFFICIAL OPENING, OPEN WATER PROJECT, BAYSHORE FREEWAY—Northbound Lane, Bayshore Freeway, Sierra Point, 11 a.m. Luncheon, California Golf Club, South San Francisco, 12 noon.

July 12—SFAWTA LUNCHEON—Panelli's Restaurant, 12 noon.

Speaker: Prof. E. S. Kirby, Dept. of Economics and Political Science, University of Hongkong.

July 16—WORLD TRADE WEEK AND FESTIVAL COMMITTEE, SFAWTA—1st floor conf. room, Chamber, 2:15 p.m.

July 17—EXECUTIVE AND POLICY COMMITTEES, SFAWTA—Leopard Cafe, 140 Front Street, 12 noon.

July 19—SUB-COMMITTEE ON TRADE RELATIONS WITH SOUTH PACIFIC ISLANDS, SFAWTA—1st floor conf. room, Chamber, 2:15 p.m.

SALUTE TO SF INDUSTRY



FASHION INDUSTRIES UNIQUE TO CITY

In the field of fashion, which involves imagination and individuality, San Francisco has developed styles and quality of merchandise which vie with New York and Paris.

Each season a wealth of fashion ideas is created on the designing tables of the San Francisco Fashion Industries Manufacturers and Wholesalers Association. Each highly personalized design reflects a view of line and color which is distinctively San Franciscan. A restraint and subtlety of design, a fine-art approach to color, a superb quality of workmanship and application of simple taste characterize the unique fashion concepts of the City by the Golden Gate.

Blessed with a temperate climate suitable for wearing stylish outfits the year around, San Francisco is a natural locale for fashion conscious designers and fabricators of men's, women's and children's clothing and accessories. Because of its gentle climate, San Francisco is one of the few cities in the country where outdoor previews of Fall fashions during the month of July are possible. Site of these public showings annually sponsored by San Francisco Fashion Industries is Union Square.

Influencing the area's taste is its rich historic heritage; here great fortunes were amassed and economic dynasties founded. San Francisco's tradition of "high style" traces back to the opulence which followed the Gold Rush and the days of the Comstock Lode; the high degree of individuality evident in a city with a taste for the best is the historic outgrowth of the pioneer spirit which made California great in the 19th century.

San Francisco women are noted for their impeccable grooming, quiet streetwear, formal elegance and colorful at-home wear which has made San Francisco fashion a criterion across the country.

Today San Francisco has some 396 firms engaged in the manufacture of clothing and accessories with an annual payroll of \$26,925,000. As of April of this year, the estimated number of wage and salary workers in the San Francisco-Oakland metropolitan area, most of them located here, was 8,100.

In San Francisco last year licensed retail outlets totaled \$1,008,757,000 in taxable transactions; apparel store groups \$99,086,000; women's apparel \$39,527,000; men's apparel \$21,751,000; family apparel \$24,283,000 and shoes, \$13,525,000.

Preceding World War II, the label "Made in California" gained widespread prestige throughout the fashion world. San Francisco, alert to the great potential development in the field, now boasts some of the largest manufacturers of women's sportswear, coats and suits in the world.

Among the leading local firms in the field are Artvogue of California, Alice of California, Koret of California, Lill Ann Corp., Gantner & Mattern, Jane Andre, and Levi Strauss, to name a few.

*A regular feature . . . ask the Chamber for Reprints; EXbrook 2-4511, Ext. 13 or 14, Research Dept.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, Secretary
M. A. HOGAN, Secretary
G. L. FOX, General Manager
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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KPIX-WESTINGHOUSE recently held a gigantic welcome for Art Linkletter's "Honeymoon" couple as they wound up a transcontinental tour. Chamber General Manager G. L. Fox presented Mr. and Mrs. Peter Johnson a number of San Francisco mementos, including a set of prints by San Francisco's famed Ted Lewy. The filmed program was shown to one of the largest audiences in daytime television, later appeared on Shell News and the Fort Pearson late news, KPIX.

Merchandise Mart To Host Nation's Buyers, Retailers

Thousands of home goods buyers and retailers from all parts of the country will converge in San Francisco's Western Merchandise Mart Monday, July 22, for the 83rd Market Week opening.

What the well-dressed home of 1958 will reveal will be on display in the products of more than 3,100 factories from all parts of the nation and the European and Oriental markets.

A series of trade events will spotlight the week's activities, opening with the Housewares Trade Dinner Monday, Furniture Industry breakfast and Dinner Tuesday, "Country Store Night" Wednesday and the National Home Fashion League's Luncheon Thursday.

The Market will continue through Friday. A separate Gift Show has been scheduled August 4-7 in the Western Merchandise Mart, Civic Auditorium, Sheraton-Palace, St. Francis and Sir Francis Drake hotels.

San Francisco Landed 56 Conventions in '56

The California Association of Conventions Bureaus received reports on 509 State conventions last year from member cities.

Leading the list were Long Beach with 58, Berkeley with 57, San Francisco with 56, San Diego with 54 and Los Angeles with 52.

Chamber Campaign For Trans-polar Airway Route Won

The Chamber, in cooperation with the City and County of San Francisco and supported by the chambers of commerce and cities and counties of the Bay Area, has been successful in its all-out campaign in support of Pan American World Airways and Trans World Airlines for authority to fly the Great Circle Route from San Francisco to points in Europe and beyond.

President Eisenhower signed a Civil Aeronautics Board decision July 12 granting authority to PAA and TWA to fly the polar route from the West Coast terminals of San Francisco and Los Angeles to points in Europe. The certificates were granted on a permanent basis.

Complete CAB hearings were held in the Supervisors' Chambers at the City Hall May 21-25 last year. The Chamber and the City and County case pointed out the community of interest between San Francisco, Bay Area points and points in Europe, North Africa and the Near East. Eighteen community witnesses were heard in support of the Chamber's 73-page exhibit and the City and County's 45-page exhibit which established San Francisco as the major international air traffic center of the Pacific Coast.

Engineers, Architects Directory Is Issued

The Industrial Department of the Chamber recently issued its first Directory of Consulting Engineers and Architects.

Firm names, principals, bank references, educational and professional qualifications, nature and scope of services and principal accomplishments of 72 engineering firms and 45 architectural firms are included in the 24-page booklet.

The directory can be obtained by telephoning the Industrial Department of the Chamber, EXbrook 2-4511, ext. 52. It is free to Chamber members.

SALUTING FAIR SHARE MEMBERS

"Businessmen who do nothing to heighten public enthusiasm for the voluntary enterprise system are comparable to unscientific farmers who 'mine' the soil, always taking something out and not using fertilizer or crop rotation to restore the good earth."

—M. S. Rukeyser, International News Service

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program, a continuing project to place dues on a par with the Chambers of other cities the size of San Francisco and in proportion to business' stake in the community, are:

American Airlines
The Baldwin Piano Company
Paul Elder and Company
Heywood-Wakefield Company
John Paul Jones and Associates

S. H. Kress and Company
Luckenbach Steamship Company
Patrick and Company
E. R. Squibb and Sons
Standard Oil Company of California

Huge Electronics Convention Scheduled at Cow Palace

About 30,000 are expected to register for the Western Electronic Show and Convention, August 20-23, the largest exhibit and meeting of its kind ever to be held at the Cow Palace.

More than \$3 million is expected to be spent in the area by participants in the four-day convention, according to conservative estimates.

Some 765 exhibits are scheduled for the record-breaking show, largest number ever seen in the Cow Palace. The program also includes the presentation of 225 papers, selected from an unprecedented 552 abstracts. The vast display of electronics industry equipment, indicating the stupendous growth of the industry, particularly in the Bay Region, and a series of technical conferences assure an industrial show of major consequence. An ambitious program of field trips to research laboratories, manufacturing plants and military installations is also planned.

Bernard M. Oliver, convention vice-chairman for Wescon, and Dean A. Watkins, chairman of the Technical Program Committee, point out that four months of conferences by a 34-man committee, principally composed of

Institute of Radio Engineers in the San Francisco Bay Area, have preceded the convention.

The Visitors Services Committee for the Western Electronic Show is planning to set up a booth located in the center aisle at the main entrance to the Cow Palace arena during the show.

The registration program will begin Monday, August 19, the day before Wescon's opening. Beginning at noon in the Fairmont Hotel, midtown headquarters, more than 3000 registrations are expected to be made before

the 9 p.m. closing of a special registration desk there. Information will be fed into an IBM punch-card system from which will be developed a convention directory.

'Fun for Free' on TV

"Fun for Free in San Francisco," produced by the summer television workshop of San Francisco State College in cooperation with the Chamber, will give details of all admission-free amusements in the city on KQED at 9:30 p.m., July 29.

SALUTE TO SF INDUSTRY



BAY AREA ELECTRONICS, PART I

When Dr. Lee DeForest put the grid into a glass bulb a half-century ago, he lit the path for what is fast becoming one of the most important industries in the Bay Area—electronics.

There are more than 150 firms in the Bay Area with about 29 of them settled in Santa Clara County alone and the remainder scattered in San Francisco, San Mateo, Contra Costa, Alameda and Marin counties.

According to a survey taken by the West Coast Electronic Manufacturers Association, by the end of the year 26,000 persons will be employed in the San Francisco Bay Area as against 19,539 at the beginning of the year. Sales of manufactured products and research and development expenditures are expected to reach \$320 million, a gain of \$95,164,000 over last year's total of \$224,836,000. Payrolls at the end of the year may hit \$135,200,000.

Among the biggest firms in electronics is Eitel-McCullough, which now has turned from tube manufacturing exclusively to nucleonics; Lenkurt Electric Co. (specialists in tele-communications), which has jumped from less than \$1 million to nearly \$25 million annually over the past eight years; a new Ampex Audio, Inc., plant in Sunnyvale; and Kaar Engineering Corp., one of the oldest electronics firms on the peninsula which has expanded its plant facilities to 40,000 square feet.

International Business Machines, Inc., which has a huge facility south of San Jose nearly completed, topped all other electronics firms in investment capital committed for industrial expansion in northern California last year, scheduling more than \$10 million. General Electric Vallecitos at Livermore was in the \$5 to \$10 million category. Ampex Corp. of Palo Alto, Donner Scientific Co. of Concord and Varian Associates of Palo Alto each committed from \$1 million to \$5 million. In the \$500,000 to \$1 million class were Dalmo Victor Co. of Belmont, one of the nation's leading manufacturers of airborne radar antennas; Hewlett-Packard Co. of Palo Alto, largest maker of certain electronic instruments in the nation; Jennings Radio Manufacturing Corp., San Jose, which has added a new ceramic relay to its line of glass-enclosed vacuum relays and capacitors; Lenkurt Electric Co.; and Litton Associates, Palo Alto, which turns out magnetrons and klystrons.

The electronics industry was born in what is now an old rooming house, 831 Emerson Street, Palo Alto, where Dr. DeForest developed the application of his Audion (as he called the electron tube) which paved the way for almost every form of electronics device, including computers and equipment now used in long distance telephony.

The San Francisco Peninsula also is the birthplace of the rhumbatron, klystron, vacuum tube and television tape recorder. Here is where DeForest, Herbert van Etten, Leonard E. Fuller, Cyril Elwell, Charles V. Logwood, Ralph M. Heintz and Douglas Perham made significant pioneer contributions.

This is the first of two articles devoted to the electronics industry in the Bay Area. Reprints may be had at the Chamber, EXbrook 2-4511.



VOLTAGE MULTIPLIER—Built at Stanford Research Institute, pioneer western research center founded in 1946 which has given Bay Area electronics much of its impetus, this multiplier changes the conventional 60-cycle power to radio frequency power, then to very high voltage d-c.



'EMMY' WINNER—Here is the Ampex video-tape recorder, winner of the Academy of Television Arts and Science 'Emmy' during 1956. The device records both sight and sound on tape for instantaneous rebroadcast of an image much sharper than film or kinescope.

Hitting the High Spots

With JIM WARNOCK

"MAKE NO LITTLE PLANS" is the title of an article in the July issue of CITY-COUNTY RECORD by Chamber President E. D. Maloney, who urges careful regional study and planning to meet the area's problems, particularly those mutually involving San Francisco and San Mateo counties. . . .

HOW RETAIL MERCHANTS are affected by recently passed State legislation will be discussed to-day by Adrian A. Kragen, UC professor of law and general counsel of California Retailers Association at a luncheon meeting of the Central and Northern California Chamber of Commerce Executives in the Hunt Room of the Fairmont Hotel. . . .

CRESPAR, McCORMICK & PAGET's western division staff has been joined by Charles W. Harris, former vice president of Montgomery Ward & Co. and Juttler Brothers, as chief western consultant in merchandise handling, mail order business and operating phases of retailing. He will also advise management in warehousing, stock control methods and office space requirements. . . .

INTERNATIONAL BUSINESS MACHINES, San Francisco, has opened a card design center to give firms faster and more personalized service on orders or IBM punched cards. Leo Goff is manager of the center, assisted by Tony Raia. . . .

W. P. FULLER & CO. has appointed George R. Cella as manager of glass contract sales to succeed B. N. Gibson, transferred to Honolulu. . . .

NATIONAL AUTOMOBILE CLUB reports that California leads all other states in passenger car and motor truck registrations, with 5,641,408 passenger cars and 853,910 trucks, for a total of 6,495,318. There was one automobile for every 2.7 persons in the Bay Area in 1956. 1,240,730 automobiles were registered in the nine counties. . . .

A. WALTHALL TURNER, formerly with Marketing Agents, Inc., has been named to the San Francisco office of Bradley Container Corporation, subsidiary of American Can Co. . . .

R. S. DAVIS, San Francisco Division Sales Manager, Shell Oil Company, was principal speaker at the recent fourth annual business conference at Santa Rosa Junior College. . . .

CHANGING CONCEPTS OF COMPENSATION AND RECRUITMENT was the theme of the recent Summer Management Conference at Yosemite National Park presented by the University of California. . . .

KLM ROYAL DUTCH AIRLINES has announced the appointment of August Dijkstra as regional manager of the newly reorganized Western Region of the company, to be in charge of offices in St. Louis, Kansas City, Denver, Seattle, San Francisco and Los Angeles. . . .

AVERAGE HOURLY EARNINGS at straight-time or non-supervisory retail trade employees in the West were \$1.68 in October 1956, compared to a nationwide average of \$1.41, according to a recent study of the Bureau of Labor Statistics. . . .

A TOTAL OF 479,191,922 vehicles had passed over the San Francisco-Oakland Bay Bridge as of April 10, reports the National Automobile Club. . . .

ENCHANTED HILLS NATIONAL FOUNDATION or the blind has four new directors: Dr. Edward H. Redford, assistant superintendent of San Francisco elite high schools; Dr. Ferd Callison, surgeon; Fred Newman, assistant vice president and manager of the Marine Branch, Crocker-Angelo Bank; and Mrs.

NEW MEMBERS IN RECENT MONTHS



Fred H. Ragan

W. P. Dumont

Harry Lerner

J. Henry Lang

J. E. Klopfer

New members recently added to the Chamber include (left to right): Fred H. Ragan, Branch Manager, *White Motor Co.*; W. P. Dumont, Vice President and Manager, San Francisco office *Faller & Smith & Ross Inc.*; Harry Lerner, Owner, *Harry Lerner and Associates* (public relations and campaigns); J. Henry Lang, *J. Henry Lang Organization* (fund-raising directors and consultants); and John E. Klopfer, Director, *Medical Arts Clinical Laboratories*.

Henry North, wife of the Metropolitan Life Insurance executive. . . .

1957 SHIPPER'S GUIDE showing more than 2500 points served by Pacific Intermountain Express in the western two-thirds of the nation can be obtained from any P. I. E. office. . . .

BUSINESS EXECUTIVES are prone to shrug off their ills and postpone visits to the doctor for physical checkups, although they know that executive health is a matter of serious concern to their company, according to a recent study of WESTERN REPORT, publication of Western Employers Service. . . .

INTER-CHAMBER COOPERATION was the subject of Sidney Keil, Manager of the Chamber's Domestic Trade Department, at the recent annual clinic of the Chamber of Commerce Executives of Superior California at Richardson Mineral Springs. . . .

STEINHART AQUARIUM recently received a large Venetian glass tile mosaic from KRON-TV, designed by Bill Wagner, art director, and presented by Tom Mullahey, director of public affairs, to Dr. Earl S. Herald, program host of Explorers of Tomorrow and curator of aquatic biology at the Aquarium. . . .

JUDY ZOLLINGER, secretary in the Publicity Department, will represent the Chamber at the July 25 and 26 Union Square Fashion Shows sponsored by San Francisco Fashion Industries, after being selected a "White Collar Girl" by the city's fashion editors from among three entrants from the Chamber. Girls representing twelve leading San Francisco firms and organizations will model along with professionals, after a special House of Charm course. The annual event introduces new Fall fashion lines and highlights the



comfortable climate, one of the few in the world permitting such an outdoor event in July. . . .

MAINLINER, a new beautifully printed and edited magazine for United Air Lines guests is distributed daily on flights and will devote a large amount of space and color photography to stories on San Francisco. . . .

SANTA FE RAILWAY recently announced a "stepped-up" program to attract passengers to its streamlined trains, including pursuing credit card business as an example of "confidence in rail passenger traffic." Rail Travel Credit cards are honored for transportation, Pullman, meals and refreshments

CONGRESS SHOULD USE its appropriations power to enforce its unification mandate for non-combat activities of the armed forces, the U. S. Chamber declared last week, stating this is the only way the Defense Department can be compelled to economize. The Chamber backed House cuts of \$2.5 billion and urged further cuts totaling \$744 million, none of them requiring reductions in weapons. . . .

PACIFIC INTERMOUNTAIN EXPRESS has named A. S. Glickberg president and chief executive officer and C. E. Johnson chairman of the board. . . .

DEPARTMENT OF COMMERCE reported that personal income in the United States edged up to another record high in May, reaching a seasonally-adjusted annual rate of \$340.4 billion. A year ago the figure stood at \$322.8 billion. . . .

WESTINGHOUSE has begun work on 35 electric motors totaling 21,550 horsepower for the giant \$200,000,000 Toquepala project of the Southern Peru Copper Corporation high in the Andes, the largest motor manufacturing job ever undertaken for a single customer in the Sunnyvale Westinghouse plant. . . .

CITY TRANSFER & STORAGE COMPANY, agents of Allied Van Lines, completed one of the largest office moves in San Francisco history when seven vans carried 150 loads of Fireman's Fund records and equipment from outgrown downtown headquarters to the company's new \$4.5 million building at 3333 California Street. Working on a carefully coordinated schedule which was never broken, City Transfer moved the equipment and files of 40 departments in 24 hours, completing the move in ample time for Fireman's normal operations to take place on Monday. . . .

COLUMBIA-GENEVA DIVISION OF United States Steel has announced a new program providing take-home reading material for employees. . . .

"SAFETY ON THE JOB," 13-week live series sponsored by the San Francisco Chapter of the American Society of Safety Engineers, directed to management and employees of large and small industry, is shown on Tuesdays at 8:30 p.m. on KQED. . . .

"THE SENATOR'S DAUGHTER," new photoplay which presents the current plight of business people under existing tax laws, may be obtained for free showings from the Jam Handy Organization, 2821 E. Grand Boulevard, Detroit 11 Mich. . . .

E. A. ELLIS, San Francisco general agent, recently received the Pacific Mutual Life Insurance President's Award for leading all agencies of the company throughout the United States in new insurance sales during 1956. . . .

Australian Buyers' and Sellers' Trade Mission to Tour San Francisco Bay Area

A 16-member Australian Chamber of Commerce buyers' and sellers' trade mission is scheduled to visit San Francisco July 27 through July 31, according to G. L. Fox, General Manager of the Chamber.

Trade mission members will tour the bay aboard the Great Golden Fleet of the Chamber Sunday, July 28. A luncheon, sponsored by the Chamber and the San Francisco Area World Trade Association, will be held at Panelli's Restaurant Tuesday, July 30, followed by conferences with local businessmen, arranged by Wendell Berry, Crocker-Anglo Bank, a member of the Association's subcommittee on Trade Relations with Australasia. There will also be a reception on July 30 aboard the SS Matsonia, sponsored by the Oceanic Steamship Co.

Luncheon speaker will be Hamlin Robinson, Deputy Assistant Secretary for Economic Affairs of the State Department, who will discuss U. S. investment opportunities abroad with special reference to Australia and New Zealand.

Leader and deputy leaders of the mission are Frank B. King, Sim King Ltd., Tasmania; David A. Knott, P. Rowe Ltd., Sydney; and Arthur J. R. Birch, Secretary of the Sydney Chamber of Commerce.

Arriving via Trans-World Airlines from Los Angeles, members of the mission will stay at the Sir Francis Drake and depart for Australia July 31 via Qantas Empire Airways.

CALENDAR—CHAMBER EVENTS

July 23—SUB-COMMITTEE ON TRADE RELATIONS WITH JAPAN—1st floor conf. room, Chamber, 2:15 p.m.

July 28—GREAT GOLDEN FLEET CRUISE—San Francisco Yacht Harbor.

Agenda: Entertaining Australian Trade Mission, sponsored by San Francisco Area World Trade Association.

July 30—SUB-COMMITTEE ON TRADE RELATIONS WITH MEXICO — 1st floor conf. room, Chamber, 2:15 p.m.

July 30—SFAWA LUNCHEON MEETING—Panelli's Restaurant, 12 noon.

Agenda: Entertaining Australian Trade Mission.

Speaker: Hamlin Robinson, State Dept. Representative.

Topic: U. S. Foreign Investment Policy With Particular Reference to Australia.



NEW CARQUINEZ bridge recently went under construction by American Bridge Division of U. S. Steel to eliminate traffic problem on heavily traveled U. S. Route 40, when 37-ton steel tower section was swung into place. The new span will parallel the original bridge, construction of which provided knowledge and experience of great value to the builders of the Golden Gate and Bay Bridges.

Stanford Schedules Business Conference

New challenges to management—with particular attention to financing, industrial research and human relations—will be the concern of the 16th annual Stanford Business Conference July 22-24.

Twenty-eight leading national and Pacific Coast executives, economists and educators will participate.

More Than 1500 Young Applicants Sign For Jobs

More than 1500 young applicants have signed up for summer jobs under the "Youth Wants to Work" project which is supported by the Chamber, in cooperation with public and parochial schools, S. F. Youth Association, the Guardsmen, S. F. Youth Council, S. F. Publicity Club, Down Town Association, and State Department of Employment.

Firms and householders in need of temporary or part-time help are urged to call the Student Division, State Department of Employment, PR 6-3850.

Western Airlines Begins Flights To Mexico City

Direct service between San Francisco and Mexico City began this week, ending a monopoly held by a Mexican airline since 1946.

Agreement, allowing Western Airlines to fly the route—negotiated by the U. S. State Department—was the result of a long campaign by the chambers of commerce of San Francisco, Los Angeles, Seattle and Portland to obtain a satisfactory bilateral reciprocal agreement between the United States and Mexico.

Civic and Chamber officials of the cities involved, including Alan K. Browne, vice president of the San Francisco Chamber and vice president of the Bank of America N.T. & S.A. and G. L. Fox, General Manager of the Chamber, participated in the pre-inaugural flight last week.

The flight, No. 611, is scheduled to leave here at 12:50 a.m. daily. The Los Angeles stop will include customs and immigration inspection.

Godfrey Headlines Livestock Exposition

Arthur Godfrey and his trained horse, Goldie, will headline the 1957 Grand National Livestock Exposition Horse Show and Championship Rodeo November 1-10 at the Cow Palace, according to Wilson Meyer, president of the No. 1-A District Agricultural Association.

Godfrey will originate his radio and television shows from San Francisco during the two-week period.

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BAY REGION BUSINESS

SAN FRANCISCO CHAMBER OF COMMERCE



VOLUME 14 • NUMBER 16 • AUGUST 2, 1957



NEW HOME OFFICE — Situated on lofty Laurel Heights, the new headquarters of The Fund Insurance Companies, covering 1.74 acres, cost \$4½ million to build.

Insurance Firm Builds New 'Home' At Laurel Heights

A particularly deserving recipient of the Chamber Award of Progress—reserved for firms or organizations whose major building and investment programs have enhanced their areas of the city—is Fireman's Fund of San Francisco, in the opinion of E. D. Maloney, Chamber President.

"San Francisco can be very proud that this fine company, in building its new headquarters at Laurel Heights, has given tangible proof of its confidence in the city's future as a great headquarters city and insurance and financial center of the West," Maloney stated.

"This company, born in San Francisco in 1863 and closely allied with the city's early volunteer firemen, has played a great part in the growth of the city. The Fund has assets of \$56,616,017 and an unearned premium reserve of \$176,200,121 and had an investment income last year of \$10,854,121."

The home office headquarters at Laurel Heights, valued at \$4½ million, is the latest step forward in the 94-year history of progress, growth and success of Fireman's Fund.



FIREMAN'S FUND HONORED—James F. Crafts (third from left), president of Fireman's Fund, recently received the Award of Progress of the Chamber in honor of the company's new headquarters at 3333 California Street. E. D. Maloney, (extreme right), President of the Chamber, made the presentation. Others, left to right are W. F. McGowan, member of the Business Center Development Committee, and G. L. Fox, General Manager of the Chamber.

Chamber-Endorsed Town Hall Lecture Series On Stocks, Bonds Scheduled in Fall, Winter

A series of six Town Hall lectures on stocks and bonds, endorsed by the Chamber and the San Francisco Stock Exchange, will be held here this fall and winter, according to Dr. Albert Rappaport, Director. The series, "Financial Security in a Troubled World," features nationally prominent speakers, including Alan K. Browne, Chamber Vice President and Vice President of the Bank of America N.T. & S.A.

Browne will team up with R. S. Einzig, financial economist, on the subject "Security From Federal, State and Local Bonds," Sept. 18 in the Colonial Ballroom of the St. Francis Hotel.

Gerald M. Loeb, author of the best seller, "The Battle for Investment Survival," will

open the series August 8 with the subject "Stocks and Securities."

Edmund W. Tabell, Walston & Co. institutional research director, will speak on "Investment Outlook, Near Term and Long Term" Oct. 16 at the Veterans Auditorium.

A panel of insurance executives, including T. Blalock, director of Pacific Indemnity Co., Fred Merrill, vice president of Fireman's Fund Insurance Co., and Robert E. Murphy, president, California Western States Life Insurance Co., will hold a symposium on "Security Through Insurance and Why" Nov. 6, Veterans Auditorium.

Samuel Taylor, local tax attorney, and Valentine Brookes, attorney, teacher, and author, will jointly discuss "Minimizing Your Taxes" Dec. 3 at the St. Francis.

Will Zeckendorf, head of the real estate firm of Webb & Knapp, will wind up the series with the subject "How Real Is Your Real Estate Today," time and place as yet unscheduled.

SALUTING FAIR SHARE MEMBERS

"No man ever succeeded in any business or profession in the middle of either the Sahara or Gobi deserts. The Chamber is the irrigation system that makes your garden grow.—Fullerton, California Chamber Digest.

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program, a continuing project to place dues on a par with the Chambers of other cities the size of San Francisco and in proportion to business' stake in the community, are:

Berven Carpets Corporation
W. J. Burke and Company
Frank P. Dow, Inc.
Gumps, Inc.
Kimberly Clark Corporation

KFRC Don Lee Broadcasting Company
Market Street Van & Storage Company
McKinsey and Company
New York Life Insurance Company
Transocean Airlines

San Francisco's General Business Activity At Record Levels in First 6 Months of '57

General business activity in San Francisco during the first six months of this year continued at record levels, according to the Chamber's Research Department.

The Chamber's index showed an average of 151.1 for the first half of the year, a rise of 1.5 per cent over last year. The June index of 148.5 set a new June high, topping last year by 3.5 per cent.

Most of the major activities in San Francisco shared in the record first half year of this business. A few important activities, however, were slightly below record level as consumer prices and money costs reached new highs.

Financial transactions during the first half of this year reached a record high in San Francisco. Based on bank deposits, they totaled \$24.6 billion, an increase of \$1.6 billion or 7.2 per cent over a year ago. June transactions of \$4 billion were 5.5 per cent above last June.

Construction authorized in San Francisco during the first half totaled 5751 permits and amounted to \$37,121,550. New residential accounted for 30.5 per cent of the total value, new non-residential for 41.9 per cent of the total and additions, alterations and repairs for 27.6 per cent.

The new residential provided for 645 dwelling units; 373 or more than half were single family type. The nine largest non-residential projects authorized during the first six months were: Crown Zellerbach Corp.'s 20-story office building at Market and Battery Streets, costing \$4,260,000; Eastman Kodak Co.'s office and warehouse at Van Ness and North Point, \$1,900,000; a new public school, \$1,700,000; P.G. & E. power plant facilities, \$1,180,000; a five-story parking garage at Ellis and Stockton streets, \$1,172,000; Market & Pine Co.'s eight-story office building at Market and Pine Streets, \$792,000; Hamm Brewery Co.'s two-story warehouses—one at 16th and Florida Streets, \$990,000, and the other at 16th and Bryant Streets, \$750,000; state office building alterations, \$600,000; and store alterations, Emporium-Capwell Co., \$510,000.

Real estate transactions in San Francisco during the first six months corresponded closely to the same period last year with 9022 deeds recorded compared to 9095 a year ago.

Merchant wholesalers' sales on the Pacific Coast during first 5 months of 1957 (latest) were 4 per cent ahead of similar period last year compared to a gain of 3 per cent in the nation. All major lines of wholesale trade shared in the increase except lumber and construction materials which were off 18 per cent.

First 6 months trend in the utility field in San Francisco was mixed. Electrical energy sales and residential water sales were slightly above last year and industrial water and gas sales slightly below.

June consumer prices in San Francisco and the Bay Area were at new highs with the "All Items" index at 122.8 The March-June quarterly index average compared to same period last year revealed "All Items" index up 4.1 per cent, food, 3.4 per cent, apparel 1.9 per cent, housing 3.8 per cent, rent 2.3 per cent, transportation 6.8 per cent, medical 5.1 per cent, and all other goods and services 3.1 per cent.

Average weekly earnings of production and related workers in metropolitan area during the first 5 months amounted to \$94.70 com-

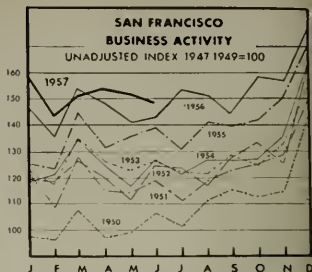
pared to \$89.50 a year ago or an increase of 5.8 per cent.

First half year retail sales in San Francisco, based on department store sales trend, closely approximated first half of last year's sales which amounted to about \$820 million or 41 per cent of the annual total taxable and non-taxable retail sales.

Port of San Francisco revenue tonnage for the first half of this year topped a year ago by 29.5 per cent and amounted to 3,302,816 tons. Foreign commerce accounted for 53 per cent of the total and represented a gain of 24.7 per cent over a year ago. Inland waterway tonnage increased 50 per cent and coastwise 0.3 per cent. Freight car movements in San Francisco were down 6.7 per cent.

Vehicle crossings over the Bay Bridge during the first half were up one per cent and the Golden Gate Bridge 2.8 per cent. Truck movements over the bridges decreased 0.9 per cent.

San Francisco International Airport during



the first half reported substantial traffic gains. Passengers increased 14.9 per cent, airmail 2.8 per cent, and air freight 21.5. Air express, affected by the strike against the Railway Express Agency (now settled), sagged 9.7 per cent.

CALENDAR—CHAMBER EVENTS

August 6—CARRIERS' COMMITTEE, SFAWA—1st floor conf. room, Chamber 2:15 p.m.

August 9—TRADE RELATIONS WITH GERMANY

SUBCOMMITTEE, SFAWA—1st floor conf. room, Chamber, 2:15 p.m.

August 13—COMMODITIES & SERVICES COM-

MITTEE, SFAWA—1st floor conf. room, Chamber 2:15 p.m.

BUSINESS ACTIVITY, FIRST SIX MONTHS, 1957

BRANCH OF ACTIVITY		JUNE 1957	% from 1956	6 MOS. 1957	% from 1956
*GENERAL BUSINESS ACTIVITY INDEX					
CONSTRUCTION PERMITS					
Total Number	Value \$	148.5	3.5	151.1	4.5
Residential, New	Value \$	902	-1.0	875.6	-18.1
Dwelling Units	Value \$	1,512,831	-5.2	1,721,550	-10.3
Non-residential, New	Value \$	136	63	645	-35.5
Single-family units, New	Value \$	63	-14.9	873	-30.6
Non-residential, New	Value \$	1,408,613	-23.7	18,249,120	19.4
Additions, Alterations and Repairs	Value \$	1,625,748	-33.1	11,138,531	10.5
Nine County dwelling units authorized	Number	2,516		15,146	-13.2
REAL ESTATE—Deeds Recorded	Number	1,300	-9.9	9,022	-0.8
*RETAIL DEPARTMENT STORE SALES					
Index		111	0.0	100	-0.9
FINANCE—Bank Deposits	\$000	4,029,392	5.5	24,541,313	7.2
Postal Receipts	\$	2,216,336	-8.1	15,263,417	-6.1
Pacific Coast Stock Exchange	Shares traded	2,808		16,094,203	
Market Value \$		52,972,387		329,405,940	
INDUSTRIAL FAILURES					
Number		11	-8.3	85	-1.2
COMMUNITY TREND—& County Total Employment					
Man, Average Weekly Earnings (annual)		1,088,700(p)	1.0	1,076,430(p)	1.9
Manufacturing (employment)		94,124(p)	3.6	94,703(p)	5.8
Construction, contract		220,000(p)	0.6	217,083(p)	2.2
Finance, insurance, real estate		72,400(p)	-8.9	70,716(p)	-5.6
Retail trade		68,400(p)	2.4	68,366(p)	2.3
Wholesale trade		173,400(p)	0.5	172,759(p)	0.6
Service		79,500(p)	2.4	79,217(p)	3.8
Trans., comm., & utilities		240,100(p)	3.8	238,220(p)	3.9
Agriculture		121,400(p)	2.4	120,757(p)	3.3
Govt—Federal, state, city		20,200(p)	-0.5	17,400(p)	-2.2
Other		94,700(p)	0.1	93,036(p)	1.2
Transportation—Freight car movement	Number	11,089	-16.7	79,660	-6.7
S. F. Airport—Planes In and Out	Number	10,657	2.7	64,012	0.0
Passenger Off and On	Number	333,130	3.9	1,601,591	14.9
Air Mail Loaded and Unloaded	Lbs.	2,790,169	1.0	17,331,976	2.8
Air Express Loaded and Unloaded	Lbs.	274,137	-60.1	3,825,278	9.7
Air Freight Loaded and Unloaded	Lbs.	7,717,137	31.4	39,205,272	21.1
*Truck Movement—F. Area	Index	105.14	-3.6	124.3	-0.9
Out-of-State passenger car entries into N. C.	Number	105,114	10.8	360,397	-4.0
PORT OF SAN FRANCISCO—Revenue Tons					
Total	Revenue tons	493,560	5.6	3,382,816	29.5
Coastwise	Revenue tons	131,700	1.1	69,414	8.2
Inland Waterway	Revenue tons	181,109	-3.2	1,263,248	50.0
Intercoastal	Revenue tons	25,943	-27.6	219,865	-6.2
Foreign	Revenue tons	272,808	18.9	1,750,289	24.7
CARGO VESSELS (San Francisco Bay)					
Arrivals	Number	403	3.6	2,345	3.4
Millions of Registered Tons		1,961,622	4.2	11,231,936	4.7
UTILITIES—Ind. & Comm. Gas Sales					
Co. R.	Index	125.110	-0.5	8,738,685	2.8
Water Consumption—Comm. & Ind.	Cu. ft.	143	-2.1	146	0.7
Water Consumption—Comm. & Ind.	Cu. ft.	100,655,000	-2.0	942,502,000	0.2
NEW DEVELOPMENTS					
Visitor and Newcomer Inquiries	Number	1,611	-7.6	7,809	-21.8
Star Border Vehicle Crossings	Number	2,902,579	2.0	16,531,562	1.0
Golden Gate Bridge Vehicle Crossings	Number	1,471,133	4.0	7,475,930	2.8
*CATTLE & VEGETABLE RECEIPTS	Carlots	1,265(p)	7.9	8,032(p)	4.5
LIVESTOCK SLAUGHTER (Imp. Data)	Number	119,000(p)	-11.2	560,000(p)	-16.3
*F. S. CONSUMER PRICE INDEX—All Items					
Index		122.8	4.2	122.1(p)	4.1
Retail Food	Index	118.2	3.2	117.2	3.4

* Index Base 1947-49 Monthly Average = 100 (a) May latest, (b) 5 mos., (c) March-June quarterly average, (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

Hitting the High Spots

With JIM WARNOCK

SIXTEEN MEMBERS of the Australian Chamber of Commerce trade mission were greeted by E. D. McInerney, Chamber President, and George E. Tallmage, Jr. President of the San Francisco Area World Trade Association, at a luncheon jointly sponsored by the organizations at Panel's on Tuesday. On Sunday they were the guests of the Chamber's Great Golden Fleet for a cruise of the Bay.

FUN FOR FREE IN SAN FRANCISCO, a detailed discussion of the city's admission-free recreational attractions produced by the summer television workshop of San Francisco State College in cooperation with the Chamber, was presented by KOED on Monday night. Narrator was Nancy Henry of the Research Department. Nearly thirty views of the city and other materials were provided by the Publicity Department.



Donald B. Harris

SAN FRANCISCO BAY AREA PUBLICITY CLUB sponsored a highly interesting panel session at its dinner meeting this week entitled "Servicing Secondary Market Newspapers" and featuring the following editors: Harold Turnbull, SAN MATEO TIMES; George Barnwell, NOVATO ADVANCE; Duncan Olmstead, PETALUMA ARGUS COURIER; Job Reed, SAN LEANDRO MORNING NEWS; Campbell Watson, western editor, EDITOR & PUBLISHER, was moderator. "Small Newspapers—Big Opportunities," after-dinner session, featured Ann Director, western representative, Darius Media Service, and Henry Harrison, northern California representative. Fairchild Scan-A-Graver.

TECHER-TRAUNG LITHOGRAPH CORP. reports sales for first six months up 8 per cent over last year and earnings increased 13 per cent, equal to \$2.01 per common share as compared to \$1.78 in 1956, according to Ralph J. Wrenn, recently elected president. Wrenn and Leo Blank, sales manager, returned last week from a visit to the Rochester, N. Y., plant and a meeting of the board of directors.

W. P. FULLER & CO., oldest and largest point manufacturer in the West, recently opened new \$500,000 general research laboratory in South San Francisco with President W. P. Fuller, Brawner officiating. Two-story reinforced concrete building was designed by Milton Pfeuffer, A.I.A., and built by Elvin C. Stendall, general contractor. A. Pfeuffer, director of laboratories and research for the company, heads a force of more than 100 chemists.

JACK H. HOW, President of Western Machinery Company and Western-Knapp Engineering Company and Third Vice President of the Chamber was named chairman of the board of governors, manufacturers division, of the American Mining Congress for 1958 at the recent meeting in Cleveland.

NEARLY \$1,000,000 has been allocated by the Wine Advisory Board for advertising and sales promotion of California wines on an industry basis during 1957-58. To be expended nationwide through various media to augment brand advertising of individual wineries and bottlers.

NEW MEMBERS IN RECENT MONTHS



R. N. Goldman



W. McNiff



E. M. Nesbitt



Chung Sang Li



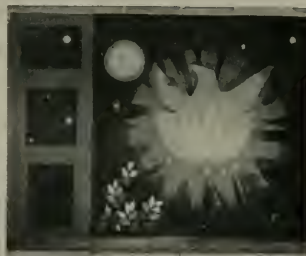
J. S. Thwaites

New members recently added to the Chamber roster include (left to right): Richard N. Goldman, President, *Richard N. Goldman & Co.*; Walter McNiff, Director, Western Division, *Television Bureau of Advertising*; Edna Mae Nesbitt, Writing Consultant, *CEA Services*; Chung Sang Li, *Li Chung Sang Enterprises*; and J. S. Thwaites, West Coast Partner and General Manager, *International Purchase*.

WESTERN GREYHOUND LINES announces that two new 16 mm sound and color films, "America for Me!" and "Freedom Highway" are available to groups from George W. Eismann, city sales representatives, DO 2-4664, Ext. 361.

UNITED CRUSADE will ask Bay Area residents for gifts totaling \$11,748,000 during its October fund campaign, the total exceeding by \$1,548,000 and 15 per cent the amount contributed in 1956, according to Frederic B. Whitman, board chairman.

INTERNATIONAL SCIENCE FOUNDATION recently presented a corporate membership certificate to L. J. Westhever, executive vice president, Columbia-Geneva Division, United States Steel Corporation.



PHOENIX OUT OF FLAMES—Mark Adam's beautifully designed tapestry, now hung in the Marina Branch Library, is the first of its kind to win \$2000 first prize in the city's annual art festival. Phoenix, Golden Gate Bridge, leaves, moon and stars symbolize rebuilding of San Francisco. With black background working into brown, brilliant orange and red, tapestry was woven in Aubusson, France of cotton and wool.

A NAVAL WARFARE RESEARCH CENTER for long-range research and development studies will be set up at Stanford Research Institute under a contract awarded by the Office of Naval Research. Harry Bridgeman, former manager of the Institute's Southern California economics branch, will be director.

UNITED STATES EXPORTS for 1957 will run about \$19 billion, 10 per cent ahead of 1956, according to a mid-year review of international transactions by the National Foreign Trade Council.

MOTHER'S CAKE & COOKIE CO. has completed a new and larger San Francisco warehouse at 430 Galvez Street. Arthur Carlson is the firm's district manager.

WESTINGHOUSE announces a number of appointments, including Dr. W. H. Brandt as director of advanced systems engineering, Lawrence D. Gibson as industrial relations manager, and Richard B. Cook, John P. Adams, Rolf A. Hough, Harold E. Hugo, and Charles J. Mitten as sales managers of a new distribution organization, Westinghouse Appliance Sales.

SAN FRANCISCO ORDINANCE DISTRICT announced more than \$10,000,000 in new contracts to western manufacturers and research centers, including \$8,000,000 to Food Machinery & Chemical San Jose, and \$100,000 to Stanford Research Institute.

SMALL MANUFACTURERS are invited to consider the Veterans Administration Hospital Workshop, Menlo Park, as a source of supplemental or temporary simple hand labor assembly by E. Radnell Free, director, 808 South Humboldt Street, San Mateo, DI 2-0477.

BLAKE, MOFFITT & TOWNE announces the appointments of Herbert M. Chisholm as sales manager, printing paper, Richard F. Berkeley, Jr., as salesman to key accounts, and James C. Merrifield, Jr., as assistant sales manager, printing paper.

CALIFORNIA ALMOND GROWERS EXCHANGE recently mailed a \$3,500,000 payment to members, bringing returns on 1956 production to \$24,500,000, an increase of 15 per cent over 1955 and an all-time high.

THEO. HAMM BREWING CO. recently acquired all buildings and property of Rheingold Brewing Co., Los Angeles, its second such purchase in the state in four years, after increasing annual production of its San Francisco plant to 840,000 barrels.

CALIFORNIA STATE FAIR AND EXPOSITION, August 28-September 8, will feature the latest in women's fashions.



NEW WESTERN PACIFIC FERRY—Now in service between the Oakland Mole and San Francisco points, the Las Plumas was recently greeted by the Chamber's Great Golden Fleet on arrival from Portland, Oregon. The streamlined, \$1,300,000 ferry, designed by L. C. Norgaard, San Francisco naval architect, is 375 feet long and will handle 28 freight cars, replacing two steam tugs and car floats and improving service.

Electronic Analysis—

The rate of growth for the electronics industry—to be spotlighted at the Western Electronic Show at the Cow Palace August 20-23—is being computed conservatively at twice the rate of the general economy, according to the "electronics package" report of Stewart-Eubanks-Myers Co., members of the Pacific Coast Stock Exchange.



TUBE 'TOWER'— W. W. Eitel, co-founder of Eitel-McCullough, Inc., stands beside a giant Eimac X626 klystron tube, measuring 10 feet in height.

During the past year, the "electronics package" registered a gain of 63.8 per cent while the Dow Jones Industrial Average showed a gain of 1.3 per cent. "Long-term investors who have not yet participated in this industry should not feel hesitant whatsoever in taking a position promptly," the company urged in its progress report.

Electronics, now ninth industry in size in the United States, is expected to double its volume in the next decade. An increase of at least 10 per cent in total sales is

expected this year over last year.

Main factors in the growth of the industry are in sales of industrial and commercial equipment and replacement parts, wider use of transistors, computers, closed circuit TV and color TV. The military accounted for 45 per cent of last year's sales.

The five companies analyzed in the progress report included three local firms, Varian Associates of Palo Alto; Litton Industries, San Carlos; and Ampex Corp., with headquarters in Redwood City.

Varian, the largest producer of klystron tubes—surpassing such large corporations as General Electric and Sperry Rand—recently entered the electronic linear accelerator field which has outstanding growth potential for rapid and totally efficient sterilization of all types of items ranging from food to shoes. Since 1950, sales have risen from \$460,000 to \$11 million, reported last year.

SALUTE TO SF INDUSTRY



BAY AREA ELECTRONICS, PART II

Experts prophesy the San Francisco Peninsula, "that superb stretch of American suburbia," is destined to become the foremost electronic center of the world.

Electronics was born in San Francisco, the first city in America and probably the first city in the world to have central district electrical lighting (1879). More than 50 years ago Cyril F. Ellwell, who built the first west coast radio-telephone transmitter, began the first important work here on the Poulsen arc—the first practical source of high powered, continuous wave radar frequency energy.

Early San Francisco pioneers in the field included two famous names in the loudspeaker field, Peter Jensen and E. S. Pridham who later formed the Magnavox Company. In 1927, Philip T. Farnsworth, who worked out of a loft at Green and Sansome Streets, announced to the world, at the age of 20, that he had invented all-electronic television.

Stanford Industrial Park, leased from the University, is the site of Varian Associates. The klystron, created by Dr. Russell H. Varian while studying at Stanford, is the heart of many radar and microwave radio relay systems and an important part of the linear accelerator (developed by Dr. William W. Hansen of Stanford) which has opened new horizons in the studies of the fundamental nature of matter.

Stanford Research Institute at Menlo Park, an independent, non-profit corporation, has some 1400 employees, including more than 125 with doctorates. Its most highly publicized achievement was the development of "Erma," the fabulous computer used by the Bank of America for processing checks.

Another fabulous gadget—conceived by Electrical Communications of San Francisco—is the secoder, a box connected to a telephone when coded ringing is employed.

"TV on tape," the dream of General Sarnoff, head of RCA, has been made a reality by Ampex Corp. of Redwood City, pioneer firm in stereophonic sound. Ampex's revolutionary video-tape recorder, which captures sight and sound on magnetic tape, permits immediate rebroadcasting.

Chromoton, a modern development of the color picture tube, was created by Nobel Prize winner Ernest O. Lawrence, director of the University of California Radiation Laboratory in Berkeley. It uses one electron "gun" instead of three (as in ordinary tubes) and is expected to drastically cut the cost of colored television cameras. It is described as "so sensitive its iris starts to close like a cat's eye when its lens is trained on a match flame."

Doctor Lawrence, Dr. Edward M. McMillan (another Nobel Prize winner) and Dr. Luis Alvarez, inventor of ground control approach for airplane blind landings—all UC scientists—are on the advisory board of Litton Industries of San Carlos.

While most of the top firms in the industry—such as Lenkurt Electric, Dalmo-Victor, Beckman & Whitley, Inc., and Litton (all in San Carlos), Cascade Research Corp. of Los Gatos, Hewlett-Packard of Palo Alto, to name a few—are located on the Peninsula, there is a profound interest in the sunny valleys behind the Oakland-Berkeley hills.

(This is the last of two articles devoted to the electronics industry in the Bay Area. Reprints may be had at the Chamber, EXbrook 2-4511.)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager
N. A. HOGAN, Secretary

JAMES D. WARNDICK, Executive Editor
JOSEPH I. HAUCHEY, Editor

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BETTER YOUR LIVING—This modernized bedroom, located at 43rd Avenue and Taraval Street, is an example of what can be done under the Chamber-sponsored 'Better Your Living At Home' campaign. To the left is the bedroom as it was and to the right is the bedroom after John Novak got through with his modernization plans. Footage was added in front; note the effect of spaciousness given by carefully selected wallpaper and by the use of the sliding aluminum doors. The home will be open to public beginning Sunday.

Senate Committee On Small Business Holds Tax Hearings

U. S. Senate Small Business Committee panels, advance guards for a forthcoming full committee hearing here on the effect of taxes on small business, recently visited the chamber.

Staff members of the committee, William J. Rickson and John J. Flynn, conferred with J. L. Fox, general manager of the Chamber, and chamber department managers Harold V. Barr, James P. Wilson, Sidney H. Keil and Arnold Wood.

The local hearing will be held Sept. 20. Senators who will participate in the local hearing include Hubert H. Humphrey (D. Minn.), Barry Goldwater (R. Ariz.), and Thomas H. Kuchel (R. Calif.).

'Better Your Living at Home' Program to Be Launched Officially This Sunday

With the opening of John Novak's modernized home at 43rd Avenue and Taraval Street this Sunday, the Chamber's "Better Your Living at Home" program gets launched officially.

Novak has modernized a typical Sunset junior five home located at 2258 43rd Avenue. The house, built in 1913, was 32 feet long, 25 feet wide. It was originally designed as a two-bedroom home.

Novak has added another 16 feet on the back of the house, supplementing one bedroom with an extra bath. He has added two large patio-type bedrooms. The frontal exterior was bayed out two feet for a length of 15 feet on the second floor.

A Youngstown Kitchen has been installed, including in the unit an automatic dishwasher, garbage disposal, built-in refrigerator and ample cabinet space. An all-purpose room has been built off the garage leading to a patio.

Two other builders, who already have purchased dwellings, are expected to be ready for public showings in the near future. They are Rollin Meyer and Eugene Vignati.

Invitations Now in the Mail For Chamber-Sponsored 'Valley Days' Program

Invitations to civic leaders in the Central and Sacramento valleys of northern California for the Chamber's annual "Valley Days," scheduled September 26-27, are in the mail. Emmett Fitzpatrick, Chairman of the Inter-City Section, has announced.

Fitzpatrick stated that the "Valley Days" committee chairmen are now being recruited. More than 200 guests are being invited to participate in the conferences, tours and social events to be planned for these business and agricultural leaders, who comprise an important segment of the San Francisco market.

"As a primary manufacturing and distribution center for northern California, the economy of San Francisco is advanced by developing closer relationships," Fitzpatrick said.

All Chamber members are being invited to participate in this annual event by sponsoring one or more guests.

SALUTING FAIR SHARE MEMBERS

"In matters of highway development, zoning programs, parking, housing, community planning, labor laws, legislation, taxation, etc., the individual firm or person is generally impotent. But all firms joining hands through a Chamber of Commerce become a powerful influence for getting things done at the local, state and national level."

—Harry J. Krusz, *Journal of American Chamber of Commerce Executives*

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program, a continuing project to place dues on a par with chambers of other cities the size of San Francisco and in proportion to business' stake in the community, are:

Bausch & Lomb Optical Company
Wilson Jones Company
KSFO—Golden West Broadcasters
Arthur D. Little, Inc.
Marathon Corporation

Mattoon & Company, Inc.
E. W. Reynolds Company
West Coast Beauty Supply Company
Western Air Lines, Inc.
F. W. Woolworth Company

Big Electronics Show Scheduled Here Next Week

The big Western electronics industry, which holds a quarter of the national sales volume in the field, will be feted at the Western Electronics Show and Convention, August 20-23, in the Cow Palace and at the Fairmont Hotel.

Equipment, needs and product displays will be seen by some 30,000 persons. The show itself ranks with the National Institute of Radio Engineers Show in importance. Stimulation of the industry in the Bay Area has been an objective of the San Francisco Chamber through its Electronics Section and otherwise for a number of years.

The event is comprised of 47 technical conferences, exhibits of products of the nation's leading manufacturers in 765 booths, an all-industry luncheon, all-industry cocktail party, a supper dance and a distributor-representative breakfast. Field trips are planned to such points as the U.S. Army Nike launching sites, U.S. Navy radiological defense laboratory, the Mare Island Naval Shipyard, Bank of America processing center, California Academy of Sciences, the Eitel-McCullough, Inc. and Litton Industries manufacturing facilities.

The show, an annual event, alternates between San Francisco and Los Angeles. Featured speaker on the all-industry luncheon on WESCON's closing day will be Major-General Bernard A. Schriever, commanding general of the Air Force Ballistic Missile Division, Air Research and Development Command.

James J. Sullivan.

Grain Inspector of the Chamber, Dies

James J. Sullivan, Grain Inspector for the Chamber for the past 55 years, died early Saturday morning, August 10, 1957.

Sullivan, 83, succumbed of a heart attack at his home, 1490-26th Avenue. He was born in San Francisco, attended St. Ignatius High School and went to work as grain inspector for the Chamber in 1902.

"For over half a century, James Sullivan was an important factor in the grain industry, grain trade," according to G. L. Fox, General Manager of the Chamber. "He was held in the highest esteem by the grain merchants of California and his judgment was accepted without question by grain buyers throughout the world. His loss is a serious one to the traders in grain, rice and hops and to the Chamber's staff, by whom he was dearly beloved."

His wife, the former Mary J. Maney, died in 1932. Surviving are a daughter, Mrs. Dorothy Flanagan of San Carlos, several grandchildren, two brothers, John P. and Ambrose A. Sullivan, and a sister, Mrs. Percy Marchant. Interment was at Holy Cross Cemetery.



MEN AT WORK—This group of civic officials recently pitched in to break ground for the 5th and Mission Street garage. Left to right are: Reginald Biggs, president of the Downtown Parking Corp., Mayor George Christopher, Albert E. Schlesinger, chairman of the SF Parking Authority, E. D. Maloney, president of the Chamber, and J. E. Jellick, chairman of the parking section of the Civic Development Committee of the Chamber. The group also dedicated the Ellis-O'Farrell Garage Opening, Aug. 5.

Maiden Lane's \$40,000 Promenade Completed; Mayor Dedicates Project

Formal dedication of "The New Look" on Maiden Lane was held this week, with Mayor George Christopher presiding at a public ceremony on Grant Avenue between the two blocks of Maiden Lane, heralding the completion of Maiden Lane's \$40,000 park-like promenade.

Dedication of the historic alley-promenade ends a "dream plan" submitted through the joint efforts of the lower and upper Lane merchants, and spearheaded by Saks Fifth Avenue's Adam Gimbel.

Gimbel, through his San Francisco manager, James J. Ludwig, put into action plans for creation of "the most exclusive small shopping street in the country, with an aura of old world charm." The New York department store magnate contributed \$18,000 toward financing plans which were prepared by Welton-Becket, nationally-known architectural firm, and Don Clever, Maiden Lane's noted industrial designer.

The newly-created Maiden Lane Promenade Association, headed by Ludwig, coordinated action between the Department of Public Works of the City and County of San Francisco and the architects, to finalize remodeling plans and award the construction bid—which

went to the Fay Improvement Company.

Work, which began July 18 on both blocks of Maiden Lane—between Stockton Street and Grant Avenue and Grant and Kearny, was completed this week.

Maiden Lane's "New Look" was influenced by Gimbel's dream of creating a "French feeling" with wrought iron facades, brick sidewalks, a tree-lined street and a glass enclosed bridge-restaurant between the upper and lower Lanes.

The ceremony included the formal dedication by Mayor Christopher, and a musical program by the Municipal Band. The Mayor led the band down the Lane after cutting the ribbon.

The Maiden Lane Promenade Association includes Ludwig, chairman; Arthur Bell of Sheridan-Bell; Burton Berry, Ranshoff's; Larry Murphy, Trans-World Airlines; Griswold Raetz, Welton-Becket, and Ansel Robinson, Robison's Pet Shop.

Sam Marconi, proprietor of the Iron Horse, headed a committee to solicit contributions from business firms on the lower block of Maiden Lane to pay for landscaping the Lane between Grant Avenue and Kearny.

Hitting the High Spots

With JIM WARNOCK

SAN FRANCISCO LAW SCHOOL announces it has a "new home" at 1044 Post Street . . . applications for evening classes for the Fall term beginning September 3, are now being accepted, according to Dean John P. McFarland. . .

ALBERT H. SILVERNAI, vice president of Wells Fargo Bank widely known for his activities in the field of correspondent banking, has ended a 40-year career with the bank . . . his retirement was effective yesterday. . .

NEARLY 160 WORLD PORTS of call are listed in the Port of San Francisco's schedule of cargo and passenger ship sailings for this month, traffic manager Jeff H. Myers reports.

KELLOGG-LITTLE CO., of San Francisco has been named exclusive distributor for Chip-e-Saw, a new chain-saw conversion kit for portable electric circular saws, product of Cenatron Industries of Fresno . . . according to Ed. Little, president of the local company. . .

MULTIPLE LISTING SERVICE OF SAN FRANCISCO, INC., has purchased property on Tereval street between 24th and 25th avenues to expand its business of promoting the sale and purchase of property. O. T. Peterson, executive secretary, announces. Since its inception eight years ago, total volume of sales produced by the service has exceeded \$450 million, an average of \$5 million per month. . .

THE STUDIO CLUB, 565 Mission Street, is now holding life sketching classes for businessmen every Thursday, 7-9 p.m. The \$1 fee includes model paper, charcoal and other equipment. . .

AMERICAN HEALTH STUDIOS, 48 Golden Gate Avenue, is part of the largest organization of such clubs in the world. Under the direction of Raymond A. Wilson, American Health Studios grew into a million-dollar company in a little more than two years. More than 100 studios are now in the chain. . .

ENROLLMENT in the Travel Agency Correspondence Course, heretofore restricted to American Society of Travel Agents, has been opened to a limited number of non-members in an effort to overcome the shortage of trained personnel. . . inquiries may be addressed to ASTA headquarters, 501 Fifth Avenue, New York 17. . .

JANTA FE carloadings for the week ending August 3 were 21,553 compared with 23,387 for the same week last year. . .

CHIKAO ENDO has been named to succeed Sumio Abe as assistant manager of Japan Air Lines. . . Abe has been reassigned to JAL's Tokyo office. . .

RUSSELL A. MORIN has been named director of traffic for Fibreboard Paper Products Corp., succeeding Harold A. Lincoln who continues as director of traffic research. . .

FOURTH NATIONAL FOREIGN TRADE CONVENTION will be held at the Waldorf-Astoria, November 18-20. National Foreign Trade Council announces. Theme will be: International trade and investment open boundless economic frontiers. . .

COUNCIL OF PROFIT SHARING INDUSTRIES will hold a special seminar for business executives October 8-9 at the Sheraton-Huntington Hotel, Pasadena. . .

FIFTY MILLION VISITORS are expected to attend the 1958 Brussels World's Fair during its 10-month duration, April 17 to October 17, after five years of preparation and an expenditure of \$400 million. . .

A. CAMERON BALL, Western Merchandise Mart general manager, reports a general feeling of optimism among manufacturers and retailers at the highly successful Summer Market. . .

NEW MEMBERS IN RECENT MONTHS



H. K. Breckenridge

C. J. Francis

G. B. MacFarland

Lee S. Windheim

Chas. Schonfeld

New members recently added to the Chamber include (left to right): Harvey K. Breckenridge, Manager, *Ebasco Services Inc.*; Charles J. Francis, *ABC Litho & Letter Co.*; Gene B. MacFarland, Owner, *MacFarland Advertising*; Lee S. Windheim, Associate Executive Director, *Leo A. Daly & Associates*, and Charles Schonfeld, President, *Van Ness Motel Corp.*

PORT OF SAN FRANCISCO is enjoying the busiest tonnage year since 1949, with cargo volume 30 per cent ahead of this time last year. . .

CALIFORNIA COTTON growers, brokers and shippers, as well as the state's ports and maritime interests gained a large potential source of additional business when Governor Knight recently signed into law a bill modifying the method of taxing cotton in bales. . .

JUSUF PRAWIRASUDJATMA, senior trade officer of the Indonesian Ministry of Economic Affairs recently completed an intensive study of the Chamber, in preparation for setting up a national chamber of commerce in Djakarta, capital of Indonesia. . .

PAKISTAN TRADE CENTER will be established in San Francisco in the foreseeable future, according to an announcement by Huseyn Shaheed Suhrawardy, Prime Minister, during his recent visit. . .



"**THE STORY OF CREATIVE CAPITAL**", a new animated 14-minute, 16-mm sound and color educational film produced for the Chamber of Commerce of the United States in cooperation with E. I. du Pont de Nemours & Co., tells in simple terms what capital is, where it comes from and what it does. Full information from the Western Regional office of the U.S. Chamber, YU 6-6412.

KAISER STEEL CORPORATION unaudited net earnings of \$14,908,487 for the first six months of the year, \$4.24 on common stock, were announced by Jack L. Ashby, vice president and general manager. . .

TELEVISION BUREAU OF ADVERTISING, Inc., recently established in San Francisco its first office outside of New York because of the city's central geographic location, its present volume of television business, and projected future volume. "With the great concentration of consumer packaged goods manufactured here—beers, coffees, processed food, etc. San Francisco was a logical choice," according to W. F. McNiff, western division director. . .

PACIFIC GAS AND ELECTRIC plans to construct a \$330 million pipeline system to transport natural gas from Canada direct to California, recently announced by Norman R. Sutherland, president and general manager. . .

AMERICAN MERCHANT MARINE INSTITUTE announces that 44,492,000 deadweight tons of ocean-going merchant vessel tonnage were the highest world-wide at the beginning of 1957, on the highest peacetime level ever recorded. . .

PAN AMERICAN WORLD AIRWAYS recently began all-cargo service between San Francisco and Honolulu, with a DC-4 Clipper leaving San Francisco Wednesdays and returning Thursdays, to accommodate large shipments such as machinery, livestock and bulk goods. . .

AMERICAN CAN COMPANY estimates that the manufacture of metal cans is a \$311 million a year business in the Pacific Coast states, an increase of more than 60 per cent since 1947. . .

JACK DEMPSEY was the host of a recent reception at Caravan Lodge, million dollar garden hotel at 601 Eddy Street, a Jack Dempsey Enterprise, along with the other owners, Robert Mills, David Margolis and David Metzdorf. . .

KORET OF CALIFORNIA announced a number of appointments including Charles Cain as administrative sales manager, Mary Grundman as sales coordinator executive, and Shirley Hogstead and Mary Deering as fashion representatives. . .

RECENT BUSINESSMAN'S WORKSHOP in San Jose attended by about 250 featured talks by Walter J. Brown, public relations consultant, and John Hoefler of Hoefler, Dietrich & Brown. . .

STANFORD RESEARCH INSTITUTE, in cooperation with Sloan-Kettering Institute, New York, and Cancer Chemotherapy Center, Bethesda, Maryland, is engaged in a \$450,000 a year search for anticancer compounds. . .

SURVEY INTERVIEWING SERVICE, INC., an affiliate of Field Research Company, was recently formed to keep pace with increasing demands for research interviewing service with James E. Taylor as vice president and director and William H. King as manager of the Los Angeles office. . .

CALIFORNIA CRISIS: WATER, a special documentary film produced by KRON-TV was recently presented as the final chapter of a three-part examination of the state's water problems. . .

TED HUGGINS, who recently retired after 26 years with the Standard Oil Co. of California public relations department, has opened his own office in the World Trade Center at the Ferry Building. Huggins handled public relations for many major civic activities, including the 10th anniversary of the United Nations, arrival of the U. S. First Fleet, cruiser San Francisco memorial, Treasure Island World's Fair, Piñata Festival and Redwood Empire Association. . .

Port of S.F. Moves Up in Classification As a Grain Terminal

With the appointment of a supervising weighmaster by the San Francisco Chamber of Commerce, the Port of San Francisco has "greatly increased its potential grain movement," G. L. Fox, General Manager of the Chamber, said today.

As a result of the action by the Chamber, Islais Creek Grain Terminal in San Francisco has been elevated from a Class Four to a Class Two Grain terminal with George R. P. Schikore named as supervising weighmaster by the Chamber.

"The importance to the Port of San Francisco of having a supervising weighmaster to aid shippers and receivers of grain in complying with the American Association of Railroads and Commodity Credit Corporation regulations cannot be overemphasized," Fox stated. "Now that San Francisco has attained this new classification, it is in a position to share in a great potential grain export movement involving many government contracts."

New Plans In Offing For Foreign Trade Zone

New plans for the operation and management of Foreign Trade Zone No. 3 are in the offing, George H. Mahoney, chairman of the Foreign Trade Zone Committee of the San Francisco Area World Trade Association, said today.

The new plan calls for the continuation of the Harbor Board as grantee and as the delegating authority in placing the operation and management of the Zone in the hands of private enterprise.

CALENDAR—CHAMBER EVENTS

August 20—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION LEGISLATION COMMITTEE—1st floor Conf. Rm. Chamber, 2:15 p.m.

August 21—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION POLICY COMMITTEE—Gin's Restaurant, Front & Clay Streets, 12 noon

August 23—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION COMMITTEE ON TRADE RELATIONS WITH AFRICA—1st floor conf. room Chamber, 2:15 p.m.

August 27—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION PROMOTION COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

August 29—ARMED FORCES SECTION—Olympic Golf and Country Club, 12 noon.

Agenda: Inspection of Nike Site.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

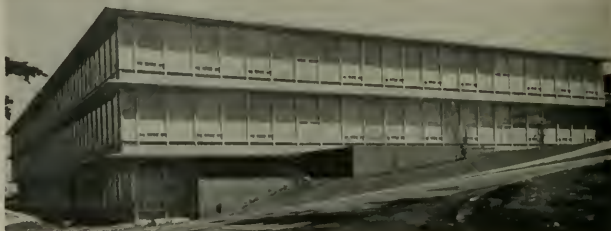
F. D. MALONEY, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUCHEY, Editor

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Circulation: 7,500 this issue

Fireman's Fund New Home

San Francisco Progressogram - - - - - No. 31



The Fireman's Fund Insurance Companies' new headquarters perched atop Laurel Heights—its recent dedication crowning 94 years of service in San Francisco—has been described as one of the finest buildings of its kind in the nation.

Cost statistics, although impressive, do not fully disclose what has been achieved in this modern building—contemporary, yet not stylized—home of one of the country's top ten property-casualty insurance companies. But the statistics are formidable: the three-story structure cost \$4½ million to build; the building has 195,000 square feet of floor space; each of the main wing's 3 levels is about the size of a football field or 300 feet by 144 feet.

The distinctive feature of the building lies in its concept. It was built from the 'inside-out,' its construction taking into account operational problems involving work flow from and to each department. Each of more than 100 different job positions was planned and engineered with exacting care for optimum comfort, morale and efficiency involving some 900 staff members.

While many companies needing room for expansion have looked to the peninsula or the east bay, The Fund looked first in San Francisco. The company has been intimately associated with the city's history since 1863, when its doors were first opened on the Government Block, Sansome and Washington Streets, to serve pioneer merchants harassed by fires.

The unique name 'Fireman's Fund' evolved when directors offered to pay ten per cent of the company's yearly profit into a retirement fund for independent volunteer firemen to encourage them to rush into burning company-insured buildings. While the arrangement lasted less than a year, the name Fireman's Fund has remained.

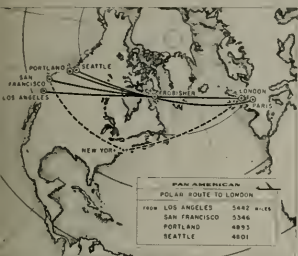
The Fund holds high records in premium volume for many of the dozens of insurance lines written by the firm. Last year it placed second among all firms in both ocean marine and fidelity and surety business.

Last year's premium volume of \$216,236,000 was made on the many written lines of property and casualty insurance, among them fire and allied lines, ocean and inland marine, automobile, casualty (including accident and health), fidelity, surety and burglary—every line of insurance except life and steam boiler.

Construction of The Fund's new home is of reinforced concrete and steel with cantilevered construction providing window walls. There is nearly an acre of plate glass from floors to ceilings encased in aluminum.

The Fund is proud of having survived the Chicago Fire (which ruined 68 companies), the great fire in Boston in 1872, another great fire in Virginia City, Nev., in 1875, and the 1906 fire in San Francisco.

A regular feature . . . ask the Chamber for Reprints: EXbrook 2-4511, Ext. 13 or 14, Research Dept.



Pan Am to Link City, London, Paris via New Polar Route

Pan American Airways is readying preparations for a gala ceremony for the inaugural flight over its new Polar route to London and Paris.

It will take off from San Francisco International Airport at 9 a.m., Sept. 10, and fly to London, to mark the start of the new service.

The route, recently awarded to Pan Am, and full Chamber backing. During hearings before the Civil Aeronautics Board last year, Chamber representatives presented a strong case for San Francisco and the route over the top of the world to Europe.

Current interim schedules call for four round-trip flights weekly between the West Coast and London-Paris.

San Francisco will have the choice of four flights, one direct, two via Los Angeles and one via Seattle.

A new schedule will be set up Dec. 1, the company said, after experience with passenger potential on the route.

Pan Am will use its latest Super 7 Clippers Douglas DC-7C on the route, equipped with special navigation instruments to suit conditions on the short route across the roof of the world.

From San Francisco the Polar route is 670 miles shorter than via New York, and total elapsed time by Pan Am schedules from the city to London will be 19 hours 5 minutes. It includes a one-hour refueling stop at Obish Bay, on Baffin Island on Canada's northeast coast.

Chamber to Honor Stock Exchange Milestone

The seventy-fifth anniversary of the San Francisco Division of the Pacific Coast Stock Exchange will be observed at a civic luncheon sponsored by the Chamber and the San Francisco Commercial Club on September 18. Speaker will be Norman R. Sutherland, president of Pacific Gas & Electric Company. Reservations for the luncheon may be made by calling the Chamber, EXbrook 2-4511, Ext.

Economic Survey Shows Bay Area Business Booming On All Fronts

Growth of the thirteen-county San Francisco Bay Region is continuing at an accelerated pace in every phase of business, industry, and finance under the impact of an average of 10,622 new residents each month since 1950.

The figures, disclosed in a new economic survey prepared by the Research Department of the Chamber, cover the counties of San Francisco, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo.

Total population of the thirteen-county area was estimated at 4,126,800 persons as of January 1 of this year, compared to 3,266,384 in April of 1950, a seven-year increase of 26.34 per cent. The Bay Region population in 1960 is conservatively estimated at 4,509,000.

The Bay Region, which had 29.9 per cent of California's total population of 13,808,100 and only 6.4 per cent of its land area, had 31.9 per cent of its cash net income, 37.0 per cent of its wholesale sales, and 44.2 per cent of the State's Bank debits, during 1956.

San Francisco led all major U. S. cities in population gain per square mile of land area between 1940-1957, and on January 1, 1957, had 810,000 residents—34,600 more than in 1950 and 175,500 more than in 1940. On the average, about 310,600 additional persons enter the city daily, creating a market of more than a million persons; about half of these regularly work in the city but live outside.

The effective buying income per capita in San Francisco in 1956 of \$2,555 was highest among large cities and compares to \$2,034 in California and \$1,681 in the nation. Total effective buying income in San Francisco in 1956 amounted to \$2,069,585,000. Among the 100 ranking counties in the nation in 1956, San Francisco employment in finance and insurance ranked sixth, public utilities sixth, wholesale trade seventh, service eighth and construction eleventh.

In world trade, commodities valued at \$410,425,524 were exported through the San Francisco Customs District in 1956, compared to \$262,531,571 in 1948. Import total was \$490,391,663 in 1956, compared to \$224,465,

WESCON Thanks Chamber For Fully Supporting Electronics Confab

"In behalf of the Board of Directors of WESCON, please accept our appreciation for the fine attention to the electronic profession and industry appearing in BAY REGION BUSINESS just prior to the 1957 show and convention in San Francisco.

"There is no doubt that you excellent 'Salute' features have directed fresh interest toward the development of electronics as a major part of the economic life of the Bay Area and renewed the concern of many business leaders who have followed its course with some involvement. The broad and vital support of the San Francisco Chamber of Commerce is a matter of record even before the formation of the West Coast Electronic Manufacturers Association and the WESCON event occurring in San Francisco and Los Angeles since 1949.

"We recognize this attention as substantial to the aims of WESCON in gaining appreciation of the yearly progress made by our industry and profession in the West."

—Donald B. Harris,
General Chairman, WESCON

242 in 1948. Total of exports and imports through the customs district was \$900,917,187 in 1956, compared to \$210,941,215, in 1940. More than 250 air and marine lines maintain

(Turn to page four)

SALUTING FAIR SHARE MEMBERS

"The maximum potential growth and prosperity of any community can best be achieved through the united effort of the chamber of commerce and its members."

—J. D. Giesler, President, Second Century Club of the San Francisco Chamber of Commerce

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program, a continuing project to place dues on a par with chambers of other cities the size of San Francisco and in proportion to business' stake in the community, are:

Albrey Chair Rental Co.
Admiral Distributors
Alumite Co. of Calif.
American Seating Co.
Bay & River Navigation Co.

Golden Brand Bottling Co.
Fred Olsen Line Agency
Sleef Shade Company
Fred E. Turner Co.
Waterman Corp. of California

San Francisco's General Business Activity Sets Record Level in First 7 Months of '57

General business activity in San Francisco for the first seven months of this year set a record, although July trends in the major economic fields were mixed, according to the Research Department of the Chamber.

Surpassing July of last year were construction authorized, airport traffic, freight movement, electrical energy sales and commercial and industrial water consumption. Bank debits and department store sales, however, were slightly below last year's unseasonal level. (See chart.)

The Chamber business activity index first seven months average of 151.1, a record level for this period, was 3.6 per cent above the similar period last year. The July index, 151.5, dipped slightly below last July.

July financial transactions in San Francisco, based on bank debits, amounted to \$4.2 billion, carrying the seven months cumulative to \$28.7 billion or \$1.5 billion above the similar period last year, for an increase of 5.7 per cent. July commercial failures dropped 25 per cent to nine. The seven months' total was down four per cent.

Construction authorized in July included 998 permits valued at \$8,838,234. All classifications were above last July. The permits were up 12.9 per cent and the value 46.1 per cent. Residential accounted for \$1,519,837, an increase of 17.6 per cent; non-residential for \$5,044,923, an increase of 70.3 per cent; and additions, alterations and repairs \$3,299,399, a rise of 83.7.

Residential provided for 131 dwelling units, one-half single family type; the non-residential included one permit amounting to \$2,610,000 for the American Trust Company's new 12-story office building at Sacramento and Leidesdorff streets. Other large permits were University of San Francisco's gymnasium, \$772,775; Mt. Zion Hospital alterations, \$250,000 and a three-story parochial school at 14th and Irving streets, \$224,000.

Real estate deeds recorded in July amounted to 1531 compared to 1300 in June and 1555 in July last year.

The San Francisco International Airport transportation in July soared to 328,425 or 18.6 per cent above a year ago; airmail poundage increased six per cent and air freight 23.5 per cent. Air express lagged behind last year by 15.9 per cent; rail express

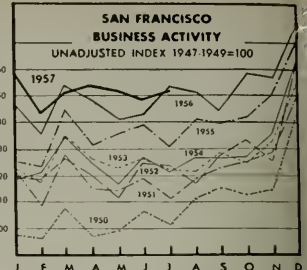
shipments suffered a loss of 74.8 per cent because of strike against Railway Express Agency, now settled.

July truck movements in the San Francisco area increased 3.6 per cent above July last year; vehicle crossings over the Bay Bridge were up 3.2 and over the Golden Gate Bridge 2.4.

Port of San Francisco revenue tonnage in July decreased 8.7 per cent and foreign commerce 26.7. However, the seven months' cumulative total was up 23.1 per cent and foreign commerce up 37.4.

BAY REGION

Financial transactions reported for seven cities in the Bay Region in July totaled \$6.4 billion or \$176.5 million above a year ago; the seven months' total of \$44.4 billion represented an increase of \$3.9 billion or 9.5 per cent.



Manufacturing Directory Issued by Chamber

The first complete Directory of Manufacturing for the city and county of San Francisco based on the Standard Industrial Classification Manual soon will be issued by the Domestic Trade Department of the Chamber. All pertinent information on companies engaged in manufacturing, processing or product fabrication in San Francisco is included in this 65-page directory.

The price of the directory is \$5 per copy, including sales tax and mailing costs, to non-members, and \$2 to members.

BUSINESS ACTIVITY THROUGH JULY, 1957

BRANCH OF ACTIVITY		JULY 1957	% from 1956	7 MOS. 1957	% from 1956
*GENERAL BUSINESS ACTIVITY INDEX					
		151.5	-0.9	151.3	3.6
CONSTRUCTION PERMITS					
	Total Number	998	12.9	6,752	17.5
	Value \$	8,838,234	46.1	45,599,781	8.1
Residential, New	Value \$	1,519,837	17.6	9,253,216	25.3
Dwelling Units	Number	131	63.6	776	28.1
Single-family units, New	Number	66	15.8	439	28.1
Non-residential, New	Value \$	3,091,923	70.3	23,994,043	27.7
Additions, Alterations and Repairs	Value \$	2,687	83.7	13,137,400	2.2
Nine County dwelling units authorized	Number	1,531	-6.6	17,833	12.5
REAL ESTATE—Deeds Recorded					
	Number	1,531	-1.5	10,553	-9.9
*RETAIL DEPARTMENT STORE SALES					
	Index	111	-1.8	106	-9.9
FINANCE—Bank Debits					
	\$000	4,199,081	2.1	28,710,294	5.7
Postal Receipts	\$	2,476,023	-1.0	17,739,436	5.6
Pacific Coast Stock Exchange	Shares traded	3,390,276		21,484,479	
	Market Value \$	61,478,726		393,808,164	
COMMERCIAL FAILURES					
	Number	9	-25.0	91	4.1
INDUSTRY TREND—4 County Total Employment					
Mfr. Average Weekly Earnings	(earnings)	1,091,200(p)	2.1	1,081,170(p)	2.0
Manufacturing	(employment)	222,300(p)	2.6	217,800(p)	2.3
Construction, contract		73,500(p)	2.0	71,210(p)	-5.0
Finance, insurance, real estate		69,300(p)	2.4	68,500	3.2
Retail trade		171,600(p)	1.2	173,000(p)	0.7
Wholesale trade		80,400(p)	2.4	79,410(p)	3.6
Transportation		213,200(p)	3.8	217,600(p)	2.8
Trans., comm. & utilities		123,300(p)	3.1	121,230(p)	3.1
Agriculture		21,700(p)	3.3	18,010(p)	1.1
Govt.—Federal, state, city		92,500(p)	0.1	91,140(p)	1.2
Other		2,800(p)	3.7	2,630(p)	8.8
TRANSPORTATION—Freight car movement					
	Number	12,792	1.2	92,452	5.7
S. F. Port—Planes In and Out	Number	11,160	-1.9	72,172	0.2
Passengers Off and On	Number	328,123	18.6	1,930,814	15.5
Air Mail Loaded and Unloaded	Lbs.	2,872,230	51.8	28,298,486	3.2
Air Express Loaded and Unloaded	Lbs.	401,361	45.9	4,576,339	15.1
Air Freight Loaded and Unloaded	Lbs.	7,395,330	23.5	16,600,652	21.8
Rail Express Shipments	Number	20,231	21.8	311,562	46.5
*Truck Movements—S. F. Area	Index	166.9	3.8	156.1	-0.2
Out-of-State passenger car entries into N. C.	Number	105,141(a)	10.8	360,397(b)	1.0
PORT OF SAN FRANCISCO—Revenue Tons					
	Total	470,599	-8.7	3,773,415	23.1
Coastwise	Revenue tons	9,876	31.4	79,390	5.7
Inland Waterway	Revenue tons	163,323	26.7	1,456,577	37.4
Intercoastal	Revenue tons	52,409	63.5	272,354	2.2
Foreign	Revenue tons	214,811	-10.2	1,995,100	19.0
CARGO VESSELS (San Francisco Bay)					
Arrivals	Number	372	2.1	2,717	2.6
Millions of Registered Tons		1,706.16	10.0	13,030.19	5.1
*UTILITIES—Ind. & Comm. Gas Sales					
	Cu. ft.	1,083,192,360	7.6	9,822,117,000	3.1
Electric, Energy Sales, K.W. Hrs.	Index	130	3.8	145	1.4
Water Consumption—Comm. & Ind.	Cu. ft.	169,037,000	1.1	1,115,530,000	0.5
NEW DEVELOPMENTS					
Visitor and Newcomer Inquiries	Number	2,061	10.2	9,870	16.8
Bay Bridge Vehicle Crossings	Number	2,902,021	3.2	19,513,583	1.1
Golden Gate Bridge Vehicle Crossings	Number	1,756,008	2.1	9,831,916	2.7
LIVESTOCK SLAUGHTER (Imp. Dist.)					
	Number	101,000(a)	21.1	661,000(b)	17.6
*S. F. CONSUMER PRICE INDEX—All Items	Index (a)	122.8(a)	4.2	122.6(e)	1.1

* Index Base 1947-49 Monthly Average = 100 (a) June latest, (b) 6 mos., (c) March-June quarterly average, (d) Preliminary. Basic data sources not shown due to space limitation, but available upon request.

Bay Industrial Expansion Nears \$155 Million Mark

A total of \$154,942,610, involving 393 new manufacturing plants and expansions, was scheduled in northern California for the first five months of this year, according to the Industrial Department of the Chamber.

INDUSTRIAL EXPANSION REPORT January through May, 1957

San Francisco				
16 New Plants	\$ 312,000	15 Jobs		
17 Expansions	9,116,000	290 Jobs		
63 Projects	\$ 9,728,300	335 Jobs		
Bay Region				
97 New Plants	\$ 59,616,100			
210 Expansions	88,961,690			
337 Projects	\$148,697,790			
Northern California				
119 New Plants	\$ 62,053,000			
274 Expansions	92,839,018			
393 Projects	\$154,942,610			

Sacramento 'Valley Days' Set, Eddy Chairman

Selwyn Eddy, Chamber Director, chairman of the Domestic Trade committee of the Chamber and vice president of marketing, West Coast, Shell Oil Co., has been named general chairman of Sacramento "Valley Days" to be held Thursday and Friday, Sept. 26-27.

"San Francisco is the key city in a huge trading area in which the Sacramento Valley is of the utmost importance," Eddy said.



Selwyn Eddy

"Valley Days" is our means of thanking civic and business leaders of the area for their continued recognition of San Francisco as the prime source for their supplies and as their most important regional trading and shipping center."

Other committeemen named included Frank Dana, vice president, supervisor of operations, Bank of America N.T. & S.A., invitations; Emmett Fitzpatrick, assistant general public relations manager, Southern Pacific Co., program; Irving Danielson, vice president, Bank of California, N.A., finance; Joseph B. Hagerty, general passenger agent, Southern Pa-

cific Co., transportation; Ray Denipsey, Pacific Telephone & Telegraph, hosts; David N. Plant, assistant manager, St. Francis Hotel, hotel reservations; and Dan E. London, managing director, St. Francis Hotel, Great Golden Fleet.

Chairman Eddy urged San Francisco firms to sponsor one or more guests as proof of the city's continuing interest in the Sacramento Valley.

(A complete program and sponsorship blank will be found on Page 5 of this issue.)

SALUTE TO SF INDUSTRY



Food Industry Reflects Importance of Valleys

One of the most important of all California industries is food and its kindred products.

Ever since the fertile valleys of northern California—comprising the five richest valleys in the State with climates so diversified that crops are brought to harvest every month of the year—attracted Spanish colonists, food and food products have grown in their importance to the economy of San Francisco.

According to the most recent U. S. Census (1954), more than 618 firms are engaged in food processing or manufacturing in the six-county San Francisco Metropolitan Area with 34,827 persons employed and \$399,609,000 in value-added by manufacture. San Francisco itself reported a total of 281 firms with 14,168 employees and \$162,866,000 value-added.

In industrial expansion last year, 152 firms in the Bay Region committed a capital investment of \$50,606,056. California & Hawaiian Sugar Refining Corp. of Crockett committed \$10 million and up; California Packing Corporation, with plants in San Francisco, San Jose, Stockton and Berkeley, was in the \$5 million to \$10 million category. California Packing Corporation and Rosenberg Bros. & Co., are two of the world's greatest packing houses.

The latter firm opened its doors in 1893 with 85,000 tons of fruit being dried and packed, a tiny fraction of today's output.

San Francisco, the focal point for marketing, transportation, distribution, also is the supply center for one of the richest and most productive agricultural areas in the world. The northern California area contains 70 per cent of all the farms within the State, and 73 per cent of its farm acreage. The great diversity of crops—prunes, apricots, cherries, pears—makes it one of the most intensive fruit producing areas in the world.

The food industry, which encompasses all the foods that are commercially grown, processed, preserved, packaged or handled in a sanitary manner, totaled \$325,878,465 in exports and imports last year out of the San Francisco Customs District total of \$437,285,209. And out of the food total, \$155,544,505 went for coffee imports alone.

Dried and canned fruits totaled \$54,250,313 out of a \$140,304,605 total in exports.

Coffee-roasting in San Francisco dates back to 1878; it was here that the first vacuum tin, which revolutionized the industry, was introduced in 1900. Clipper ships carried coffee and spices here in the Gold Rush days, preceding such familiar firm names as M.J.B., Caswell, Folger, Hills Bros., Schillings and S. & W.

Nationally, some 45,000 to 55,000 plants are now producing canned food, frozen foods, bakery products, flour, cereals and meats, confectionery and chocolate products. The food processing industry is the largest major industry division in the Census of Manufactures; the number of plants alone does not make the food industry the biggest; 91 per cent of the value-added by manufacture is accounted for by 13,438 plants with more than 20 employees each; it is the industry with the most plants with 20 or more employees, with 50 or more and 100 or more.

In the list of local firms in the field which have celebrated their 100th anniversaries are to be found such names as Wellman, Peck & Co., J. A. Folger & Co., D. Ghirardelli Co., Lyons-Magnus, Inc. and Jones-Thierbach Co.

A regular feature . . . ask the Chamber for Reprints: EXBRAK 2-4511, Ext. 13 or 14, Research Dept.

Chamber Recommends \$35 Million Highway Construction Budget

Chamber budget recommendations to the California State Highway Commission for the coming fiscal year, recently presented in Sacramento, included nearly \$35 million for construction and right-of-way allocations in the city, according to Leonard S. Mosias, Chairman of the Street, Highway and Bridge Section of the Chamber.

The total figure of \$34,900,000 included \$29 million for full development of the Southern Freeway from Orizaba Avenue along the Southern Pacific tracks and Alemany to the James Lick Memorial (Bayshore) Freeway junction. Another \$5,800,000 was sought for the addition of two lanes for the Golden Gate Bridge approach from Richardson Avenue, Route 2, to interchange with Route 56 (north of Golden Gate Park). Another \$100,000 was asked for planting along the James Lick Freeway from South City limits to the Bay Bridge.

"In preparing our recommendations," said Mosias, "we have had the benefits of close cooperation of the State Division of Highways, the Public Works, City Planning, Police, Fire and Public Utility departments of the City and County of San Francisco and the comments and viewpoints of major civic organizations."

*"A Subscription to
Bay Region Business
Is Good Business"*

"SACRAMENTO VALLEY DAYS"

SELWYN EDDY, General Chairman

PROGRAM OF EVENTS

Thursday, September 26, 1957

- 8:15 a.m. **Welcome Breakfast, Mural Room, St. Francis Hotel**
E. D. Maloney, President, San Francisco Chamber of Commerce
- 10:15 a.m. **Industrial Tours: (select one)**
(1) San Francisco Naval Shipyard, Hunter's Point . . . largest in the West
(2) Crown Cork & Seal Co., Inc.
(3) Hills Bros. Coffee, Inc.
- 12:00 noon **Luncheon and refreshments at the World Trade Center**
Courtesy of: American President Lines, Ltd.
Matson Navigation Co.
Pacific Far East Line, Inc.
Pacific Transport Lines, Inc.
Speakers: The Honorable George Christopher, Mayor
J. Paul St. Sure, President, Pacific Maritime Association
- 2:00 p.m. **Tour San Francisco Harbor Facilities**
- 2:30 p.m. **Eitel-McCullough, Inc. . . . one of the world's leading electronics firms**
OR Free time for personal calls or business
- 4:00 p.m. **Return to hotel**
- 5:30-7:30 p.m. **Cocktail Party, Italian Room, St. Francis Hotel (Wives are cordially invited)**
Evening to enjoy San Francisco attractions of your own choice

Friday, September 27, 1957

- 9:30-11:30 a.m. **(1) Industrial Development Conference, St. Francis Hotel**
O. R. Doerr, Vice President, Pacific Gas & Electric Co.
and Frank P. Gomez, Industrial Realtor . . . Co-Chairmen
OR **Tour San Francisco . . . including Jackson Square, the new Flower Terminal, city's colleges and the Park Merced area**
- 12:00 noon **Luncheon at the Alta Mira Hotel, Sausalito**
Chairman, Dan E. London
Speaker: Louis A. Rozzoni, President, California Farm Bureau
- 2:00 p.m. **Visit the \$2 Million Model of San Francisco Bay**
". . . see the Bay in action"
- 3:00-5:00 p.m. **Cruise via the Chamber's Great Golden Fleet around the historic islands of the Bay, returning to San Francisco Yacht Harbor**
- 5:00 p.m. **Buses return guests to Union Square**

RETURN COUPON

To: Domestic Trade Department, San Francisco Chamber of Commerce,
333 Pine St., San Francisco 4

TRADE RELATIONS WITH THE SACRAMENTO VALLEY ARE IMPORTANT TO US! WE WILL TAKE PART IN "VALLEY DAYS IN SAN FRANCISCO" ON SEPTEMBER 26-27 AND WILL SPONSOR GUESTS AT \$25 EACH.

Our host representative(s) on Thursday and/or Friday will be:

☐ Check Enclosed ☐ Bill Us

Company Name

Thursday

- ☐ Breakfast only
☐ Lunch only
☐ Cocktail Party only
☐ All day

Friday

- ☐ Industrial Conference
☐ Lunch only
☐ All day

Company Address

Hitting the High Spots

With JIM WARNOCK

NEW SAN FRANCISCANS who have been in the State since November 5, 1956 and in the city since August 7, 1957 are urged by the Non-Partisan Committee to Get Out the Vote to register before September 12 at the Registrar's Office, City Hall, or at registration depots to be established at convenient locations throughout the city. In addition, the Registrar of Voters will send a representative to any firm so requesting—providing a minimum of twenty registrants can be assured—by calling Mr. McCarthy of the Registrar's Office at HE 1-2121.

MALAYAN INDEPENDENCE DAY was celebrated this week by George E. Talmage, Jr., President of the San Francisco Area World Trade Association, who stated: "We look forward to increased trade with the rich Malayan peninsula and hope that the new government will establish a trade center in San Francisco, in addition to opening a consulate. . . ."

CHAMBER OF COMMERCE SECRETARIES from twenty-three northern California communities recently attended a special workshop at the Sir Francis Drake Hotel co-sponsored by the Central and Northern California Chamber of Commerce Executives and the Chamber. . . .

"CREATIVITY FOR THE ASKING" was the subject of John R. Little, vice president and general manager, Foote, Cone & Balding, Chamber director and chairman of the Publicity Committee, before the San Francisco Advertising Club last week at the Sheraton-Palace Hotel. . . .

SAN FRANCISCO NAVAL SHIPYARD recently observed keel-laying of first ship to be built there in fifteen-year history of the yard—all others having been conversion projects — the USS MAHAN, guided missile frigate scheduled for completion in January, 1960. Rear Admiral John R. Redman, USN, Commandant, Twelfth Naval District, presided. . . .

ABC LITHO AND LETTER CO. is the new name of ABC Press & Letter, which also has new address, 1284 Mission Street, and new press, a 17 x 22 Harris as well as complete composition, photo and plate departments. . . .



"ELIXIR OF LIFE"—That's what William J. Hanley (right) local sales district manager for TWA, calls his bottle of Mississippi River water, recently presented to G. L. Fox, Manager of the Chamber, to mark the inauguration of non-stop service between this city and St. Louis. Hanley, cognizant of the coming of the New York Giants' National League baseball team to this city, suggested "the water can be used for sore-armed Giant pitchers when St. Louis Cardinal batters send them to the showers." Mr. Fox, in turn, gave Hanley a set of prints of San Francisco scenes by Ted Lewy, suggesting their use on the clubhouse wall of the Cardinals to remind them in the bitterness of their many coming defeats that, after all, winning ballgames isn't everything and that pleasant memories of this city should ameliorate the sting of constantly being vanquished. . . .

NEW MEMBERS IN RECENT MONTHS



John J. Kan R. E. Lindquist G. Washington R. F. Hooper, Jr. J. L. Stratta

New members recently added to the Chamber include (left to right): John J. Kan, owner, *Kan's Chinese Restaurant*; Rudolph E. Lindquist, partner, *Lindquist, von Hussen and Joyce*, certified public accountants; George Washington, *Washington & Mitchell, Inc.*; Roger F. Hooper, Jr., *Malone & Hooper*; and James L. Stratta, partner, *Simpson & Stratta*, consulting engineers.

LEVEL OF ECONOMIC ACTIVITY in California continued its rise from the 1956 record high during the first half of the year, according to the Research Department of the California State Chamber of Commerce, total civilian employment rising 4 per cent, personal income 7 per cent. . . .

STANDARD OIL COMPANY of California announces net earnings for the first half of the year at \$136,328,987, or \$2.16 a share, as compared to \$122,050,274, or \$1.93 a share for the first six months of 1956. . . .

"DOUBLE SUBSIDY" which enables public agencies already exempt from paying taxes also to enjoy tax-free Federal power, was recently challenged by Robert H. Gerdes, Pacific Gas & Electric executive vice president, in connection with the Trinity River project in a letter to Senator Thomas Kuchel. . . .



UMPIRE'S ROLE—Chamber member Stuart Greenberg, president, M. Greenberg's Sons, umpires a Midget League baseball game, sponsored by the Junior Chamber of Commerce and the Recreation and Park Department. Fifty-three teams played in seven leagues this summer. The final game will be played Sept. 7 at Big Rec with Mayor George Christopher expected to be in attendance.

CAPTAIN ROBERT DOLLAR World Trade Library was recently established at the World Trade Center by R. Stanley Dollar, president of the Robert Dollar Co., as a memorial to his father. . . .

POSTMASTER JOHN F. FIXA was recently honored at a testimonial dinner given in Washington by Postmaster General Arthur E. Summerfield at which he was presented an award as Executive of the Year. . . .

CALIFORNIA'S MOTORING PUBLIC is urged by the Roadside Cleanup Committee of the California State Chamber of Commerce to carry litterbags at all times. . . .

RECENTLY ELECTED to membership in National Office Management Association were James Collis, district manager, Standard Register Co.; Russell Fazio, chief accountant, Shell Chemical Corp.; Benton Gosney, office manager, Wilson Sporting Goods Co.; Max Messinger, assistant secretary, Wilbur-Ellis Co.; and Nancy Hamilton, office manager, Mutual & United of Omaha Insurance Co. . . .

WESTERN RESEARCH INSTITUTE of San Francisco has merged with Broadview Research Corp. of Burlingame and Washington, D.C., Richard De Lancia, executive vice president announces. Hal Dunleavy, former director of Western Research, will be in charge of the new Broadview division bearing that name, with headquarters at 483 Pine Street, concentrating on marketing research and land utilization studies. . . .

PACIFIC FAR EAST LINE, INC. announced net earnings for first half of 1957 at \$1,522,000, compared to \$988,000 for first half of 1956, \$2.10 per common share compared to \$1.36. . . .

FOURTH ANNUAL WESTERN QUALITY CONTROL Conference will be held at the Mark Hopkins Hotel September 9 and 10, American Society for Quality Control announced. Allan Hull, United Air Lines, is chairman. . . .

RICHARD P. CONLON, president, Conlon Associates, and Richard I. Gerson, vice-president, left recently for three-month business tours of southeast Asia. . . .

ARMY H-23D, first helicopter put into production to meet the Army's concept of lower operating costs through long overhaul cycles, recently completed a 1000 hour accelerated ground endurance test at Hiller Helicopters' plant in Palo Alto. . . .



OFFICE-HOLDERS—Here are the newly-elected officials of the Junior World Trade Association, Chamber affiliate. Left to right are: Ted Rausch, National Loading Corp., vice president; L. Harvey Davis, Bank of California, N. A., secretary; Ben Greenough, Bank of California, N. A., president; Del Erdmann, Bank of America N.T. & S.A., director and outgoing president; and Charles K. Jackson, Stauffer Chemical Co., treasurer.

BUSINESS BOOMING ON ALL FRONTS IN S. F. BAY AREA

(Continued from page one)

offices or agencies in San Francisco.

San Francisco, the insurance center of the West, had about 21,800 persons engaged in that field in 1956, with an annual payroll of about \$95,000,000.

Northern California, of which San Francisco is the core city, contains 70 per cent of the State's farms, 73 per cent of its farm acreage, comprises five of the richest agricultural valleys of California, and accounted for 62 per cent of the State's farm products sold.

The Bay Region is the hub of the West's mining industry which, during the past four years, has had a production well above \$3 billion annually and accounted for more than one-fifth of the Nation's output. During 1956, 31,304,220 shares valued at \$8,150,041 were traded on the San Francisco Mining Exchange.

The insured wages in the manufacturing industries in San Francisco during 1956 amounted to about \$364,000,000 or about \$104,000,000 above the 1950 level. New and expanded factory plants totalled 680 in the Bay Region (less Santa Cruz county) during 1956 and represented \$405,282,277. Wage and salary workers in manufacturing in the San Francisco-Oakland Metropolitan Area averaged 193,200 during the year. Total estimated employment during July, 1956 in San Francisco was 476,700.

CALENDAR—CHAMBER EVENTS

September 4—MINING COMMITTEE—Commercial Club, 12 noon.

September 6—INDUSTRIAL DEVELOPMENT COMMITTEE—Commercial Club, 12 noon.

September 6—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION WORLD TRAVEL & TRADE PROMOTION COMMITTEE—1st floor conference room, Chamber, 2:15 p.m.

September 10—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION INTERNATIONAL FINANCE & INVESTMENT COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

September 10—AGRICULTURAL COMMITTEE—Fairmont Hotel, 12 noon.

September 11—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION EXECUTIVE COMMITTEE & WORLD TRADE LUNCHEON, Penelli's Restaurant, 12 noon.

September 13—DIRECTORY SUBCOMMITTEE—Room 200, Chamber, 2-4.

September 13—LIVESTOCK MAN AWARD COMMITTEE—Commercial Club, 12 noon.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Director

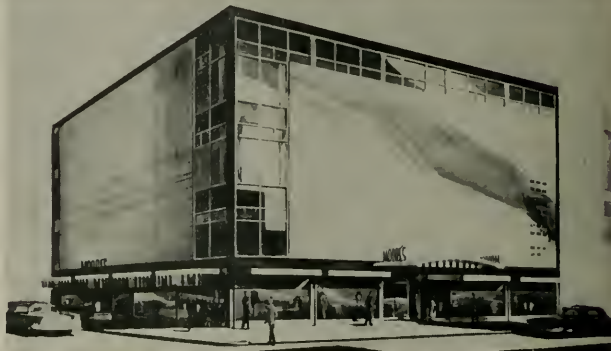
JOSEPH I. HAUCHEY, Editor

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Moore's New 'Vista View' Home

San Francisco Progressogram - - - - - No. 32



Opening of Moore's new \$1 million specialty store at Post and Kearny streets "augurs a new and intensive development of San Francisco's downtown shopping district," according to A. H. Ross, president of Moore's.

"We at Moore's are convinced that the downtown area is bound to progress, not retrogress," Ross said. "The opening of our centrally located store is tangible proof of that faith."

The sleek three-story glass and terra cotta structure—the latest word in modern architectural design—was completed in about 10 months by Barrett Construction Co., general contractors. With entrances located on Post and Kearny, the store contains 15,000 square feet of selling space plus offices and storage space. The first floor features men's furnishing, hats and sportswear; the second, men's clothing; the third, women's clothing; the mezzanine, shoes; and the ground floor (basement) office and administration.

The basic feature of the building, according to the architects, Hertzka & Knowles, is in the use of "curtain walls" instead of the usual heavy masonry associated with many downtown buildings. The walls, built with steel studs, metal-lathes and plaster with ceramic veneer applied to exteriors, need less columns, eliminate dead weight, cut construction costs and allow wide latitude in planning sales fixtures besides giving the entire building a "vista look."

The ceilings have a "sunlight effect" with the use of honeycombed aluminum, luminous panels and sprayed acoustical plaster ceilings. All the woodwork is in walnut.

Moore's, founded in 1929 by Frederick Houghton Moore of San Jose, has operated at 141 Kearny and at 840 Market.

Store executives included R. S. Israel, merchandising manager, Otis Fulghum, furnishings buyer, and C. K. Hamilton, credit manager—all native Californians.

Moore's features Hart, Schaffner & Marx products among other nationally known lines.

A regular feature . . . ask the Chamber for Reprints: EXbrook 2-4511, Ext. 13 or 14, Research Dept.



*TWA's 'Jetstream'
Is "Synchronized"
And "Synchrophased"*

TWA Inaugurates Polar Route Service With Intercontinental 'Jetstream' Fleet



SYNCHROPHASED—"Largest, longest-ranged and quietest" are the attributes applied to Trans World Airlines' new 'Jetstream' used on the recently opened direct Polar route service to both Paris and Rome. On the plane's 150-foot wingspan, engines are located farther from the cabin, making for a smoother, quieter ride than ever before possible. "Synchrophasing" of the propeller action also contributes to the smooth performance of the Jetstream on TWA's 35,000 miles of route in the United States and in Europe, Africa and Asia.

Western Air Lines' Motorized Cable Car Dedication Is Sponsored by the Chamber

Western Airlines' newly restored and motorized California street cable car, soon to leave San Francisco on a 100,000-mile good will tour of the western states, Canada and Mexico, was dedicated this week at Union Square in ceremonies sponsored by the Chamber.

Participants included Mayor George Christopher, Christine Falkenburg (Miss San Francisco), and Terrell C. Drinkwater, President of Western Air Lines. E. D. Maloney, Chamber President, presided with G. L. Fox, General Manager, in attendance.

Music was provided by the Guckenheimers Sour Kraut Band.

Miss San Francisco was assisted by three "White Collar Girls," Gloria Durant of Pacific

Telephone & Telegraph Company, Paula Ferguson of Pacific Gas & Electric Company, and Marilyn Farrell of Standard Oil Company of California.

Chamber, Fleet Honored

Chamber President E. D. Maloney, Captains of the Chamber's Great Golden Fleet, and Commodore Dan E. London will be the guests of executives of Matson Navigation Company, led by President Randolph Sevier, at a luncheon on Tuesday, Sept. 17, honoring the Chamber for sponsorship of "San Francisco's official ambassadors of good will."

Featuring its intercontinental fleet of "Jetstreams" capable of flying non-stop from the West Coast to Europe, TWA will inaugurate its Polar route service Sept. 29.

The airline will fly twice weekly from San Francisco and Los Angeles to London, Paris and Rome. It will be the only airline with direct Polar route service to both Paris and Rome.

According to R. E. Montgomery, vice president of sales for TWA, the airline expects to make the Polar flights frequently on a non-stop basis.

"The distance from the West Coast to London is 5,472 miles," he said. "The flight range of the 'Jetstream' is 6300 miles with reserve fuel and 7200 miles without reserve."

Scheduled time to London will be 19 hours and 10 minutes when weather necessitates a fuel stop at Frobisher Bay on Baffin Island.

Beginning Oct. 3 flights will leave San Francisco for Paris and Rome every Thursday at 12:55 a.m., arrive in Paris at 5:40 a.m. the next morning and Rome at 9:25 a.m.

London-bound service will originate in San Francisco every Sunday at 7:00 a.m. with a connecting flight out of Los Angeles at 10:00 a.m. and arrive in London at 1:10 p.m. Monday.

The return Polar "Jetstreams" will leave Rome and Paris on Friday evenings, arriving in San Francisco at 12:30 noon and Los Angeles at 2:49 p.m. on Saturdays. From London, the return flights will leave every Tuesday at 5:00 p.m., arrive in San Francisco at 6:05 a.m. and Los Angeles at 8:42 a.m. on Saturday.

Sacramento Valley Days Stresses City-Farm Ties

Although National Farm-City Week is scheduled in November, the Chamber is preceding the observance by holding Sacramento Valley Days September 26-27, stressing the importance of agriculture to this city.

Some 200 agricultural, business and civic leaders will spend the two days as guests of local firms under the sponsorship of the Domestic Trade Department of the Chamber.

"This program points up the need of strengthening the strong ties which exist between Farm and City with the Chamber playing a vital role in that relationship," Emmett Fitzpatrick, chairman of the inter-city section of the Chamber, said.

The first day's full program includes a "welcome breakfast," industrial tours, luncheon, afternoon events and a cocktail party in the evening. The final day's agenda schedules an industrial conference or tours, luncheon, a visit to the Bay model and a cruise of the Bay.

Interested parties are asked to contact the Domestic Trade Department, 333 Pine Street, San Francisco 4.

SALUTING FAIR SHARE MEMBERS

A Chamber of Commerce is the business community at work as the central agency for community development for business, industry, the professions and all civic interests—doing jobs that no individual can do alone—rendering many services that benefit all citizens.

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program, a continuing project to place dues on a par with chambers of other cities the size of San Francisco and in proportion to business' stake in the community are:

Argonaut Savings & Loan Association
Booz, Allen & Hamilton
Citizens Federal Savings & Loan Assn.
Farquhar & Heimbucher
Financial Counsellors, Inc.

John F. Forbes & Co.
Charles R. Hadley Co.
Haskins and Sells
Household Finance Corp.
West Coast Beauty Supply Co.

Hiring Older Job Seekers Becoming A Big Business Necessity

Hiring older job seekers is not only sound business but is fast becoming a business necessity, according to a recent survey of the Commerce and Industry Association of New York.

For many years to come, the Association states, there simply is not going to be enough young manpower entering the labor force to supply growing employment needs of our economy, making it imperative to look to the older job seeker, as shown by the following statistics from the U. S. Department of Labor:

- **Total labor force**, by 1965, of 79.2 million, an increase of 10.3 million over 1955, less than a million of which will occur in the 25 to 44 age group, while those 45 and over will rise by almost five million. For every increase of two workers in the age group traditionally considered the most "eligible", there will be eleven in the 45-plus group.

- The Gross National Product in 1955 stood at \$391 billion, or \$2,370 for each of 165 million Americans. If the normal annual per capita GNP increase of 2.3% is to continue, the GNP will have to stand at about \$560 billion by 1965.

- With 63 million average in the 1955 labor force, \$391 billion GNP was rendered—or \$6,190 per worker, output per worker having increased annually 2.8% per year during the last 25. If the output per man-hour continues increasing at this rate, the average output per worker should be about \$7500 by 1965. It would take a labor force of 74 million producing at this average rate to render a \$560 billion GNP in 1965.

The Association's Conclusion: Finding enough people to fill growing jobs needs apparently won't be possible without making fuller utilization of America's older workers.

Employer reluctance to hire older workers is not based entirely upon fancy, the study

showed. In some instances factors are against such applicants. However, the experience of employers hiring older applicants showed many of these obstacles to be more illusory than real as shown by studies of:

- **PRODUCTIVITY**—In a study of 3,077 workers of 60-plus, only 20% turned out less than younger workers; only 7% were sub-par in work quality. In a poll of 3,000 employers with 2½ million on payroll, work of older workers was rated equal or superior to younger employees by 93% of respondents.

- **ABSENTEEISM**—20% better attendance record in a study of 16,500 male employees in 149 manufacturing plants.

- **ACCIDENT RATES**—2.5% fewer disabling injuries and 25% fewer non-disabling injuries than those under 45.

- **PENSION COSTS**—General employer

community may be subjected to more criticism for refusing to hire older job seekers because of high pension costs than particular employers ever will be for retiring with a minimal pension those workers hired only a few years earlier, study contends.

- **GROUP INSURANCE COSTS**—Reasonable numbers of older employees can be brought into group life and health insurance plans without substantially increasing overall employer costs.

- **JOB SKILLS**—Older workers possessed more skills, training and job "know-how" than younger employees.

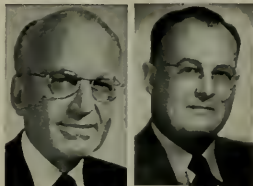
- **PERSONALITY FACTORS**—In the opinion of supervisors, 32% got along better with fellow employees than did younger employees, only 9% worse.

'Seals' Appreciation Day' Set

Chamber Joins Baseball Fans in Farewell Ceremony

Chamber officials, along with thousands of loyal Seals fans, will bid the Pacific Coast League team farewell Sunday at Seals Stadium.

E. D. Maloney, president of the Chamber, and G. L. Fox, general manager, will be among the honored guests who will include Governor Goodwin J. Knight, Mayor George Christopher, Police Chief Francis J. Ahern and Fire Chief William F. Murray.



G. L. Fox

E. D. Maloney

The farewell ceremony, "Seals Appreciation Day," will be held between games of Sunday's double-header. Participating will be the drill team of the Fire Department, the Municipal Band, and an Armed Services' color guard.

Former State Senator Thomas A. Maloney, chairman for the day, will introduce the Governor, the Mayor and Jerry Donovan, president of the Seals.

The Mission Street Merchants Association will distribute gifts to the players.

Baseball was first officially introduced in San Francisco on Washington's Birthday in 1860. The city was represented in the old California League and the Pacific National League prior to 1903 and the Pacific Coast League from 1903 to 1957.

Down through the years San Francisco has turned out some of the greatest players ever to perform in the major leagues. Among those who were born here were Ping Bodie, Sammy Bohne, Dolph Camilli, Ike Caveney, Joe Cronin (present manager of the Boston Red Sox, parent club of the Seals), Frankie Crosetti, Babe Dahlgren, Dom and Joe DiMaggio, Bob Elliott, Harry Heilmann, Jackie Jensen, Eddie Joost, Walt Johnson, Willie Kamm, George Kelly, Mark Koenig, Harry Krause, Bill Lange, Tony Lazzeri, Duffy Lewis, Sam Mertes, Lefty O'Doul, Babe Pinelli, Swede Risberg, Merv Shea, Heinie Sand, Charley Silveira, Gus Suhr, Charles Sweeney, Oscar Vitt and Roxy Walters.

Walter (The Great) Mills, present publicity man for the Seals, who was born in the town of San Quentin, is as much a part of San Francisco as is the cable car. Mills won seven straight games in 1920 when Cleveland captured the American League pennant. He pitched a 1-0 three-hitter in the sixth game of the World Series against Brooklyn.

"The loss of the Seals is hard to take for anyone who has followed them," Mr. Fox said. "Legions of fans have felt a loyalty as deep as that of any group of persons to any club in the history of baseball.

"It is with more than a tinge of regret that we see the passing of the Seals into the shadow of the past. At all times the club has had real spirit and that spirit has endeared them to thousands of people."

P.G. & E. President Addresses Exchange on 75th Anniversary

Norman R. Sutherland, President and General Manager of the Pacific Gas & Electric Company, will be the main speaker at a civic luncheon to be held Wednesday noon at the Commercial Club in tribute to the San Francisco Division, Pacific Coast Stock Exchange, on its 75th anniversary.

A native San Franciscan who began his career of service with P.G. & E. 44 years ago, Mr. Sutherland's talk is entitled "The Arrow in The West." The luncheon will be co-sponsored by the Chamber and the Commercial Club.

Among the pre-decessors of his company with securities listed on the Exchange when it was organized September 18, 1882, were San Francisco Gas Co., Capital Gas Co., Oakland Gas Light Co. and Central Gas Co.



N. R. Sutherland

Hitting the High Spots

With JIM WARNOCK

SAN FRANCISCO PRINT FESTIVAL showing 120 masterpieces of the great printmakers valued at more than \$100,000 will open at the Achenbach Foundation for Graphic Arts, California Palace of the Legion of Honor, Lincoln Park, on September 21....

JOHN J. KAN, Ken's Restaurant, is chairman of the CARE Chinatown Committee for the Hongkong Food Crusade, soon to begin its 1957 campaign, having raised \$19,000 for refugees last year....

WALL STREET JOURNAL has a new San Francisco plant, address and telephone number: 1540 Market Street, UNderhill 3-3250....

V. PLUMMER, vice president and general manager, announces plans for construction of 1,000 Pacific Fruit Express mechanical refrigerator cars costing more than \$20 million in PFE shops jointly owned by Southern Pacific and Union Pacific....

GARD, Gemma Atomic Radiation Detector, the first inexpensive home survey meter, selling for \$7.50, was recently unveiled by Argent-Raymont Company of Oakland, manufacturers, and Dave Gerbellano and Don Cone, co-inventors, both formerly with the University of California Radiation Laboratory. The small device can effectively determine dangerous levels of radiation from fallout or other sources and can be ordered directly from the company at 4926 East 12th Street, Oakland.



ARTHUR D. LITTLE, INC. recently completed an industrial research project which will result in the production of a new product by Hawaiian Pineapple Co., "bromelain," a proteolytic enzyme derived from the "mother stump" of the pineapple plant, to be marketed as a commercial meat tenderizer, as a chill-proofing agent for beer to eliminate astringency, and as a product to shorten dough mixing time in commercial baking....

CENTRAL AND NORTHERN CALIFORNIA Chamber of Commerce Executives plan a "problem session" at their luncheon meeting today in the Green Room, Fairmont Hotel....

F. P. FULLER & CO. will this month launch a major manufacturing venture of house paints and consumables in Ensenada, Mexico....

BREBOARD PAPER PRODUCTS Corporation Directors declared the regular quarterly dividend of .00 per share on 4 per cent cumulative convertible preferred stock at their August 30 meeting....

CALIFORNIA STATE CHAMBER OF COMMERCE noted continued record rate of California business in the opening months of the second half of the year despite some leveling-off tendencies, in report by Mark R. Sullivan, President, Pacific Telephone and Telegraph Co., and First Vice President the State Chamber....

57 GRAND NATIONAL Livestock Exposition, Horse Show and Rodeo will feature accomplished western show queens, Arthur Godfrey and his palomino, Goldie, and famous rodeo clowns Wilbur Sugher and Jimmy Schumacher....

ONALD J. RUSSELL, President of Southern Pacific, has been selected to receive the eighth annual National Defense Transportation Association's award as "the person who has made the most outstanding contribution in the preceding year to the solution of emergency transportation problems affecting national defense."....

NEW MEMBERS IN RECENT MONTHS



Ben B. Lezin James Gillan Adrian Malone John R. Winblad John A. Blume

New members who recently joined the Chamber include (left to right): Ben B. Lezin, consulting engineer, 760 Market Street; James Gillan, public relations, 3841-A 20th Street; Adrian Malone, *Malone & Hooper*, architects, 619 Sansome Street; John R. Winblad, owner, *Midstate Construction Co.*, 347 Clay Street; and John A. Blume, president, *John A. Blume & Associates, Engineers*, 45 Second Street.

PAUL SULLIVAN has been appointed district director-public relations, Pacific-Southwest district of United States Steel Corp., with offices in Los Angeles....

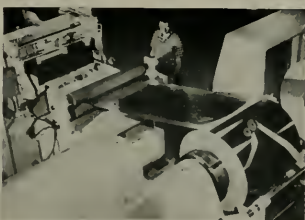
"AD OF THE YEAR" AWARD for 1956-57 has been presented to Western Air Lines by California Federation of Business and Professional Women's Clubs for a high fashion ad promoting WAL champagne flights....

SACRAMENTO NEWSLETTER, weekly mailed report on California legislation, government and politics used widely by the Chamber staff and membership, has appointed Walter J. Brown as associate editor to represent the Bay Region....

AMERICAN CAN COMPANY provided 40,000 Italian imprinted containers for a display of frozen food processing methods at the U.S. exhibit at the trade fair in Bari, Italy this month....

CALIFORNIA CRISIS: WATER, documentary film produced by KRON-TV, will be telecast by ten stations throughout the state: KBAK-TV, Bakersfield; KHSL-TV, Chico; KIEM-TV, Eureka; KJEO, Fresno; KPRT-TV, Fresno; KRCA, Los Angeles; KVIP, Redding; KCRA-TV, Sacramento; KRMB-TV, San Diego; and KFSD-TV, San Diego....

MORE THAN HALF of U. S. Steel's 310,000 stockholders have a total income which is less than the average wage paid the men and women who work for them in the steel mills, Benjamin L. Rawlins, Secretary, reports....



NEW PROCESS IN CAN-MAKING—Herb Towell, American Can Co. engineer at the company's ultra-modern coil steel processing plant in Oakland, takes equipment through test runs at speeds up to 600 linear feet of steel per minute. Large spinning coils of steel (right) average 15,000 pounds in weight; each one stretches a length of three miles if uncoiled. Each roll has enough metal for 70,000 standard food cans. The new Oakland plant, first of its type in the can-making industry in the West, has an output capacity of 200,000 tons of can-making sheets yearly.

AMERICAN AIRLINES introduced "The Royal Coachman," luxury aircraft service between San Francisco and Chicago, on August 30, Charles H. Startup, district sales manager, announces....

KENNETH G. FOSTER, executive director of Goodwill Industries, points out that the renovation of discarded articles makes good business, but rehabilitation of discarded members of society remains the real reason for the existence of the organization....



FIRST NATIONAL MUTUAL FUND, organized recently by Bay Region business and professional men, recently made its first purchase—100 shares of Pacific Gas and Electric. From left are L. Jack Black of Stewart, Eubanks, Myerson & Co., which handled the transaction, Dr. Ferd W. Callison, and Selah Chamberlain, Jr., the latter two directors of the fund.

CONSTITUTION DAY is Tuesday, September 17, and display of the flag is urged by Charles A. Mersereau, National Flag Committee. Sons of the American Revolution....

MATSON ASSURANCE COMPANY announces plans for a four-level, 300-car parking structure costing more than \$500,000 to be erected adjacent to the Matson Building at 215 Market according to H. B. Perrin, President....

PROSPER IN ELIZABETH, pamphlet on South Australia's newest completely planned city and community, is available from the World Trade Department of the Chamber....

DR. THOMAS R. WILSON, former Special Assistant to the Assistant Secretary of Commerce for International Affairs, has been appointed Assistant to the Director, School of World Business and International Development, San Francisco State College. A number of San Francisco Area World Trade Association members serve on the technical advisory committee of the school. Registration for the fall session, which offers a full curriculum in world trade subjects, closes today....

United Crusade Opens With 'Fair Share' Drive

"Giving is not enough; giving enough is the answer."

That's the keynote of the United Crusade's "Fair Share" drive for leadership gifts aimed at "230 blue-ribbon business leaders."

The avowed goal for Division A (donors of \$1000 or more) of the United Crusade—which invariably sets the standard for the entire Bay Area Crusade servicing 259 welfare, youth and health agencies—is \$4,118,000 of a total goal of \$11,718,000.

"We can give the general drive a leadership pace in terms of promptness if we can report completion by October 15," said A. E. Ponting, chairman of Division A.

CALENDAR—CHAMBER EVENTS

September 13—LIVESTOCK MAN AWARD COMMITTEE—Commercial Club, 12 noon.

September 13—DIRECTORY SUB-COMMITTEE, Room 200, Chamber, 2-4 p.m.

September 17—PORTS & HARBORS' PROMOTION COMMITTEE, 1st floor conf. room, Chamber, 2:15 p.m.

September 17—SECOND CENTURY CLUB—Iron Duke Restaurant, 12:15 p.m.

September 18—STOCK EXCHANGE LUNCHEON—Commercial Club, 12 noon.

Speaker: Mr. Norman R. Sutherland, President and General Manager, P.G. & E.
Subject: "The Arrow In The West."

September 18—RETAIL MERCHANTS ASSOCIATION Board of Directors—Press & Union League Club, 8 a.m.

Speaker: Mr. E. D. Maloney, President, San Francisco Chamber of Commerce.

September 18—MANUFACTURERS COMMITTEE—Sabella's Restaurant, 12:15 p.m.

Agenda: Product Potential Report, Proposed Business Climate Survey.

September 20—SUB-COMMITTEE ON TRADE RELATIONS WITH PHILIPPINES—1st floor conf. room, Chamber, 2:15 p.m.

September 23—CHEMICAL INDUSTRIES SECTION—Frontier Room, Fairmont Hotel, 12:15 p.m.

September 24—WORLD TRADE CENTER COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

September 26-27—SACRAMENTO VALLEY DAYS—8:45 - 5 p.m.

September 27—SUB-COMMITTEE ON TRADE RELATIONS WITH CENTRAL AMERICA—1st floor conf. room, Chamber, 2:15 p.m.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager

M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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International Airport, World Gateway

San Francisco Progressogram - - - - - No. 33



CONTRAST—Above is the original administration building at Mills Field after its dedication in 1927. Today, three decades later, San Francisco Airport takes great pride in the magnificent passenger terminal (below).

"Progress or perish" is the maxim of the San Francisco International Airport.

A \$25 million expansion and improvement program—including a multi-million dollar plan to prepare for the coming of the jet age—is in the works to assure San Francisco's pre-eminence as the gateway to the Pacific Basin. Other plans include \$12,957,000 to improve "Terminal City" and \$4,769,000 to improve maintenance base areas.

That it is imperative for progress to keep pace with population and the passage of time is indicated by airport passenger statistics. The present annual passenger capacity for the airport is four million; the projected capacity, 10 million. Last year the number of passengers in-and-out was 3,486,242 (fifth highest in the nation). By 1960 the figure is expected to reach 5½ million, by 1970 more than 10 million.

In 1932 the airport, known then as Mills Field, had only 4,348 in-and-out passengers.

Dedicated in 1927, the "Mills Field Mudhole" made little headway until the advent of Bernard M. (Twelve Hat) Doolin in '32 who, with his many-sided genius, created the operational pattern of today's great airport.

The airport now has a total value of \$75 million, comprising 3,685 acres with a land area of 2,203 acres or more than double that of Golden Gate Park. More than 11,000 persons are employed with an annual payroll of more than \$65 million.

In 1932 the airport had lost its only major customer, Century Airlines. Now it serves most of the world's great airlines, including American Air Lines, British Overseas Airways, California Central, Flying Tiger, Japan Air Lines, Pacific Southwest Airlines, Pan American World Airways, Qantas Empire Airways, Slick Airways, Southwest Airways, Trans World Air Lines, United Air Lines and Western Air Lines.

*A regular feature . . . ask the Chamber for Reprints: EXbrook 2-4511, Ext. 13 or 14, Research Dept.



San Franciscana

Introducing a new feature about the city's colorful institutions—people, places and things

THE 'CLAY BERNARD'



A SIGHT YOU'LL NEVER SEE—a cable car on the dock at Fisherman's Wharf.

After serving for fifty years, one of San Francisco's cable cars is on the longest cable car ride in history—a 100,000-mile tour sponsored by Western Air Lines, Inc. as part of a good will program involving dozens of Western metropolitan centers. In recent Union Square ceremonies sponsored by the Chamber, President E. D. Maloney presented a plaque to Terrell C. Drinkwater, President, Western Air Lines, which tells the story:

"The San Francisco Chamber of Commerce commends Western Air Lines, Inc. for restoring California Street Cable Railroad Company Car No. 44 and taking this world famous symbol of the City by the Golden Gate on a 100,000-mile tour of the Western United States, Mexico and Canada as a 'Rolling Ambassador' of Good Will.

"Invented in San Francisco in 1873 by Andrew S. Hallidie, who couldn't bear to see horses struggling up the city's steep hills pulling the horse cars then used, the cable car has been in continuous use ever since. The company was founded in 1878 by Leland Stanford to serve Nob Hill and played an important role in the expansion of the city. Car No. 44 was built in 1906."

The plaque was affixed to Old 44's side and will express to thousands of western residents the appreciation of the Chamber and the city. In a last minute, surprise development, Drinkwater honored Clay Bernard, Western's regional sales manager, by naming the car after him, making this the first cable car in history to be named after an individual. Bon Voyage to the "Clay Bernard"!



THE MAYOR IS A MAESTRO—Mayor George Christopher wields the baton as he leads the Guckenhimer Sour Kraut Band in a serenade to the "Clay Bernard." To the Mayor's left (sporting a conductor's cap) is Clay Bernard, regional sales manager, Western Air Lines, and Terrell C. Drinkwater, president of the firm. To right are E. D. Maloney and Miss San Francisco, Christine Feltenberg.

Dr. Henry F. Grady, One of the Chamber's Top Men, Mourned

DR. HENRY FRANCIS GRADY
(Feb. 12, 1882 - Sept. 13, 1957)

Dr. Henry Francis Grady was one of the greatest men ever to have been associated with the San Francisco Chamber of Commerce. Dr. Grady, "apostle of world trade," served the Chamber as a trade advisor, vice-president and director. He was president of the Chamber in 1945.

Born in the Mission district, he received his A.B. at St. Mary's in Baltimore, studied at Catholic University and the University of California at Berkeley, attained his Ph.D. at Columbia University and his LL.D. at the University of San Francisco.

Dr. Henry F. Grady

Highlights of his illustrious career as scholar, businessman and statesman:

1918-19—Special Expert, Bureau of Planning and Statistics, U. S. Shipping Board.

1919-20—U. S. Trade Commissioner to Europe, Commercial Attache, London and Holland.

1921-28—Lecturer at University of California; Acting Chief, Division of Research, U. S. Bureau of Foreign and Domestic Trade (1921).

1928-37—Professor of International Trade, Dean of the College of Commerce, University of California; Chairman, Regional Labor Board of San Francisco.

1934-36—Chief of the U. S. Division of Trade Agreements.

1939-41—Assistant Secretary of State; Vice Chairman, U. S. Tariff Commission (1939).

1941-47—President, American President Lines; U. S. Minister to Italy (1943-44); Chairman of Board of Directors, American Relief for India (April-May, 1945); Ambassador to India (1947).

1948-50—Ambassador to Greece.

1950-51—Ambassador to Iran.

S. F. Teachers to Be Hosted By Firms in 7th Annual B-E Day

Local business and industrial concerns were preparing this week to welcome some 3,800 school teachers during San Francisco's 7th annual Business-Education Day, to be held on Friday, October 25.

Scores of firms have already signed up to tell the story of their businesses to groups of from 5 to 100 teacher guests. The Chamber's Business-Education Committee, headed by Harry J. Williams, is expecting nearly 250 host firms to respond.

"B-E Day is an invaluable opportunity to

(Turn to page 3)

San Francisco's General Business Activity At Record Level for First 8 Months of '57

SAN FRANCISCO—General business in San Francisco continued at a record level, setting a new high for August despite mixed trends in major economic fields. The eight-month cumulative activity also reached a new historical high for that period.

The Chamber August business activity index of 153.5 topped last August by 1.8 per cent and the eight months average of 151.4 exceeded the similar period last year by 3.4 per cent. August financial transactions amounted to \$1.2 billion, based on bank debits and represented an increase over last year of \$15 million. The eight-month cumulative of \$32.9 billion was up \$1.6 billion or 5.1 per cent.

In August ten commercial failures were reported, compared to 21 a year ago. The eight-month total amounted to 104, compared to 119 a year ago.

Transactions on the Pacific Coast Stock Exchange in August amounted to 2,362,198 shares with a market value of \$50,604,801, bringing the eight months cumulative transactions to 23,846,677 shares with a market value of \$444,389,475.

August construction authorized in San Francisco accounted for 1049 permits amounting to \$1,904,923 and represented substantial gains over August of last year. New residential amounted to \$1,362,825 and provided for 131 dwelling units, including 55 single-family units; six were two-family type and 70 multi-family type dwellings. New non-residential amounted to \$1,098,708 and additions, alterations and repairs accounted for \$2,443,390. The five largest permits authorized in August included Levi Strauss, \$500,000 alterations; U. S. Plywood Corporation warehouse and office, \$253,000; City and County of San Francisco stadium, \$225,000; "7-Up" Bottling Co., bottling plant, \$185,000; and Industrial Indemnity warehouse, \$153,000.

August real estate deeds recorded amounted to 1500, bringing the eight-month cumulative to 12,053 or within 1.2 per cent of the number recorded during the similar period last year.

Port of San Francisco officials reported good gains in revenue tonnage handled in August compared to July and August last year. August year-to-year gain amounted to 8.3 per cent and the eight-month cumulative gain to 21.1 per cent. Foreign tonnage movements accounted for more than half of the August and first eight-month totals.

San Francisco International Airport passenger and freight traffic continued with sharp gains for August and first eight months.

Bridge traffic records were shattered in August, with the Bay Bridge reporting 3,074, 144 vehicle crossings, a gain of 3.4 per cent over last year. The Golden Gate Bridge reported 1,597,435 vehicle crossings, a gain of 3.1 per cent. The eight-month cumulative for the Bay Bridge was up 1.6 per cent, the Golden Gate Bridge 2.8 per cent.

August truck movements in the San Francisco area were above July but below last August and eight-month cumulative practically equaled the same period last year.

In the utilities field August electrical energy sales were 8.4 per cent ahead of a year ago. Commercial and industrial gas sales were

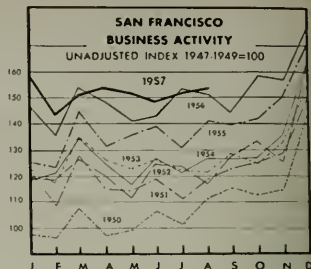
practically equal.

BAY REGION—Financial transactions reported for seven cities in the Bay Region in August amounted to \$6.5 billion and were practically identical to August a year ago. However, the eight-month cumulative of \$50.9 billion represented a gain of \$3.8 billion or 8.0 per cent and accounted for a larger share—2.3 per cent more—of the 12th Federal Reserve District total transactions than during the similar period last year.

First eight months San Francisco Bay ship arrivals totaled 3106 with registered tonnage of 14,873,243, an increase of 1.6 per cent in number and 4.2 per cent in tonnage.

Employment in the six-county metropolitan area in August preliminary report at 1,107,300 was slightly above last August. The eight-month average of 1,084,610 was 1.9 per cent above a year ago.

Only two of the ten industry groups—contract construction and agriculture—failed to



share in the gains for the cumulative period. The three groups with highest employment in August were service 237,100, manufacturing 228,800, and retail trade 174,700.

The value of the building permits authorized in the nine Bay Counties in August amounted to \$50,751,000 compared to \$61,193,000 in July and \$57,871,000 last August. Permits for new dwellings accounted for more than half the total value in August, amounting to \$27,507,000 and, providing for 2574 dwelling units, they were considerably below the August 1956 total of 3,148 dwelling units amounting to \$35,185,000.

BUSINESS ACTIVITY THROUGH JULY, 1957

BRANCH OF ACTIVITY		AUGUST 1957	% from 1957	8 MOS. 1957	% from 1957
*GENERAL BUSINESS ACTIVITY INDEX—					
		153.5	1.8	151.4	3.4
CONSTRUCTION PERMITS—					
	Total Number	1,049	8.1	7,801	16.2
	Value \$	4,904,923	27.5	50,864,707	9.7
Residential, New	Number	1,362,825	31.4	10,616,541	-20.9
Dwelling Units	Number	231	87.1	987	-19.1
Single-family units, New	Number	55	-1.8	494	-24.0
Non-Residential, New	Value \$	1,498,708	-28.9	24,392,751	24.2
Additions, Alterations and Repairs	Value \$	2,443,390	71.9	16,681,344	27.0
Nine County dwelling units authorized	Number	2,571	-18.1	20,407	-13.3
REAL ESTATE—Deeds Recorded—	Number	1,500	3.3	12,053	-1.2
*RETAIL DEPARTMENT STORE SALES—					
	Index	121	0.0	110	-0.9
FINANCE—Bank Debits—	\$000	4,450,419	1.0	32,906,933	5.1
Postal Receipts	\$	2,362,198	-13.3	20,012,425	-6.4
Pacific Coast Stock Exchange	Shares traded	2,362,198		23,846,677	
	Market Value \$	50,604,801		444,389,475	
COMMERCIAL FAILURES—					
	Number	10	-52.4	101	12.6
INDUSTRY TREND—6 County Total Employment—					
Mfg. Average Weekly Earnings	(Earnings)	1,167,306(p)	0.7	1,081,610(p)	1.9
Manufacturing	(employment)	228,800(p)	-1.2	219,110(p)	1.8
Construction, contract		72,500(p)	-10.7	71,375(p)	-5.8
Finance, insurance, real estate		69,200(p)	1.8	68,560(p)	3.0
Retail trade		174,700(p)	0.0	172,253(p)	0.8
Wholesale trade		80,600(p)	2.0	78,560(p)	3.4
Service		237,100(p)	4.4	237,270(p)	4.0
Trans., comm., & utilities		125,000(p)	3.5	121,230(p)	3.0
Agriculture		23,700(p)	-0.4	16,015(p)	-4.4
Govt.—Federal, state, city		92,800(p)	1.0	91,440(p)	1.0
Other		2,800(p)	3.7	2,630(p)	6.3
TRANSPORTATION—Freight car movement—					
S. F. Airport Planes In and Out	Number	11,167(a)	1.9	75,172(b)	-0.2
Passengers Off and On	Number	328,423(a)	18.6	1,930,014(b)	15.5
Air Mail Loaded and Unloaded	Lbs.	2,872,130(a)	6.0	19,571,790(b)	3.2
Air Express Loaded and Unloaded	Lbs.	104,361(a)	-45.9	4,256,739(b)	-15.2
Air Freight Loaded and Unloaded	Lbs.	7,395,380(a)	25.5	46,600,821(b)	21.8
Rail Express Shipments	Number	71,701	17.6	383,263	42.7
*Truck Movements S. F. Area	Index	169.9	-2.6	157.8	0.4
Out-of-State passenger car entries into N. C.	Index	124	-5.4		
PORT OF SAN FRANCISCO—Revenue Tons—					
	Total	322,762	8.3	1,306,197	21.1
Coastwise	Revenue Tons	81,316	8.1	325,536	3.2
Inland Waterway	Revenue Tons	203,890	1.9	1,630,371	31.6
Intercoastal	Revenue Tons	43,556	56.5	313,910	7.4
Foreign	Revenue Tons	272,880	8.1	1,267,389	17.6
CARGO VESSELS (San Francisco Bay)—					
Arrivals	Number	389	-5.1	3,106	1.6
Millions of Registered Tons	Index	1,612,824	-3.6	11,873,213	4.2
UTILITIES (Ind. & Comm. Gas Sales—					
*Elec. Energy Sales, K.W. Hrs.	Co. Fr.	1,127,367,300	-5.6	10,919,145,300	-4.1
Water Consumption—Comm. & Ind.	Index	112	8.1	145	2.1
	Co. Fr.	(a)		(a)	
NEW DEVELOPMENTS—					
Visitor and Newcomer Inquiries	Number	1,524	1.4	12,808	-3.6
Bay Bridge Vehicle Crossings	Number	3,074,144	3.4	22,587,727	1.6
Golden Gate Bridge Vehicle Crossings	Number	1,597,435	3.1	10,619,389	2.8
Golden Gate Bridge Vehicle Crossings	Number	2,362,198	22.7	12,373,116	6.7
LIVESTOCK SLAUGHTER (Insp. Dist.)—					
	Number	123,600(a)	-6.9	784,000(b)	-14.1
*F. I. CONSUMER PRICE INDEX—All Items—					
		122.7(p)	4.2	122.6(a)	1.4

* Index Base 1947-1949 Monthly Average = 100; (a) July; (b) 7 months; (c) June quarter. (d) March-June Average. Basic data sources not shown due to space limitation, but available upon request.

Hitting the High Spots

With JIM WARNOCK

ANNUAL MUNICIPAL ART FESTIVAL sponsored by the San Francisco Art Commission in conjunction with unions and industrial groups opened yesterday at Washington Square, continues through Sunday, featuring the work of 1500 artists from the nine Bay Area counties competing for \$3,000 in awards and contracts. . . .

TWELVE JAPANESE TELECOMMUNICATIONS EXPERTS met with President E. D. Maloney, General Manager G. L. Fox, James P. Wilson, World Trade Manager, and Richard J. Abbott, Assistant, last Monday in preparation for a six-week productivity study tour of the U. S., including visits to Pacific Telephone and Telegraph and RCA Communications facilities. . . .

PROSPECTS FOR AN ADDITIONAL FIREBOAT for San Francisco, urgently needed, improved recently when Congressman John F. Shelley received assurance from Perkins McGuire, Assistant Secretary of Defense for Logistics and Supplies that the Defense Department will reconsider San Francisco's request for an Army tug now in "mothballs" at Buena Vista to convert and operate under a cooperative plan between San Francisco Port Authority and the City and County. . . .

THREE WITNESSES selected by the Chamber were among those heard at the recent U. S. Senate Small Business Committee tax hearing in the "Old Mint" building. The contingent included Andrew McLaughlin, McLaughlin & Co.; William Logan, business consultant; and John E. Sullivan, attorney representing the Council of District Merchants Association. . . .

CHAMBER SECRETARY MARIE A. HOGAN was honored yesterday by the Business and Professional Women's Clubs of San Francisco with a "Woman of Achievement" Award as a leader from the field of public service. The presentation was made at a banquet at the Elks Club highlighting National Business Women's Week. Also receiving the high award were Mrs. Claire Giennini Hoffman, Director, Bank of America, for leadership in banking; Jade Snow Wong, world-famed ceramicist, for art; and Mrs. Glory Palm Carlberg, advertising and sales promotion manager of Crown Zellerbach, business. A native of Grass Valley, Miss Hogan has been with the Chamber for most of her business career, having joined the staff in 1924. She became Assistant Secretary in 1928 and was elected Secretary in 1929, her corporate duties including those of secretary to the Board, custodian of Chamber records and assignments directed by the General Manager. She has served under the direction of twenty-six presidents and seven general managers. A member of the Board of Directors of the Little Children's Aid in Catholic Social Service, Miss Hogan is a member and former Secretary of the Central and Northern California Chamber of Commerce Executives and a member of the American Chamber of Commerce Executives, a national professional society.



Marie A. Hogan

A SAN FRANCISCO MADE CANDY BAR has been judged the tastiest Western manufactured ten cent bar in the country, and ranks 24th in a field of many hundreds—Anabella's Rocky Road Bar, made by Anabella Candy Company, 633 Laguna Street. . . .

JAPAN TRADE CENTER has leased new quarters at 531-533 Sutter Street and will occupy them in October, moving from temporary quarters in the World Trade Center. . . .



SIDEWALK SUPERINTENDENTS—At recent ceremonies dedicating Crown Zellerbach's Sidewalk Superintendent Club were (left to right): E. D. Maloney, President of the Chamber; Robert Haynie, Haas and Haynie, general contractors; Arch Johnson, project superintendent; A. B. Layton, president, Crown Zellerbach; E. T. Haas, Haas and Haynie; and Mayor George Christopher.

SAN FRANCISCO'S FAMED ATTRACTIONS and world-wide prestige have been instrumental in a larger registration than expected at the October 14-18 International Industrial Development Conference to be co-sponsored by TIME-LIFE International and Stanford Research Institute, Henry R. Luce announces. The event will draw to San Francisco more than 500 industrial, banking and government leaders from 72 countries of the free world to discuss "Investment—Key to Industrial Development." . . .

FOR ITS PART in contributing to the development of San Francisco's central business district, Moore's was presented an Award of Progress by the Chamber at the opening of its new store at Post and Kearny, fully described in a recent Progressgram. . . .

CHAMBER DIRECTORS adjourned their regular meeting of August 29 in memory of James J. Sullivan, who died August 10 after serving as Grain Inspector of the Chamber for 55 years. . . .

SAN FRANCISCO REGIONAL GROUP of the Horseless Carriage Club of America meets this weekend for a "Weekend in San Francisco" in cooperation with the Chamber. One of the unique cars to be seen is a Colonial straight eight, owned by Chet Hanson of Hiller Helicopters and built by Binn's Machine & Tool Works on Folsom Street in the early 20's. . . .

SAN FRANCISCO BUSINESSMEN have been invited to sit in on an important panel discussion of the health hazards of radiation, including industrial uses and waste disposal, on the evening of Thursday, October 3 at the Fairmont Hotel, sponsored by the American Cancer Society and featuring discussions by seven of the nation's leading scientists in the field. Tickets may be obtained without charge by calling ORdway 3-7979. . . .

400 BAY AREA SALES AND ADVERTISING executives will attend the annual regional Sales Management Conference sponsored by the San Francisco Sales Executives Association October 10 at the St. Francis Hotel. . . .

BANK OF AMERICA'S new Harbor Branch at 151 Market Street is "further evidence of the dramatic revitalization of lower Market Street," according to John J. Fardon, President of the San Francisco Board of Supervisors. . . .

U. S. DEPARTMENT OF LABOR Bureau of Labor Statistics representatives are calling on employers in the Bay Region this month to obtain confidential data for a wage and salary survey to aid in determining governmental pay scales and occupational rate data to assist in collective bargaining negotiations, according to Max D. Kossoris, regional director of the bureau. . . .

CARL JENSEN, former copywriter with Batten, Barton, Durstine and Osborne, has been named agency copy chief of MacFarland Advertising, San Francisco. . . .

COUNCIL OF PROFIT SHARING INDUSTRIES seminar has been postponed until January 21-22, 1958. . . .

THE GENERAL FIRE EXTINGUISHER CORP. is the new title of the General Pacific Corporation, the company otherwise remaining the same. . . .

ATTORNEY PAUL T. WOLF has been named corporation secretary and general counsel for Pacific Intermountain Express. . . .

THOMAS G. BURDSAL has been named assistant manufacturing superintendent for all feed plants in General Mills' Sperry Division, reporting directly to Sperry Manufacturing Superintendent Alden A. Ackels. . . .

S. F. Teachers to Be Hosted

(Continued from page 1)

furnish facts on American enterprise to those who are shaping the opinions of tomorrow's citizens," commented Williams.

More than 4,800 reply cards have been sent to local businessmen by the Chamber. Firms are urged to reply promptly for participation in this nationally acclaimed program to develop informed attitudes towards business.

SALUTING FAIR SHARE MEMBERS

"In nearly 200 years of existence, chambers of commerce have steadily developed to a high degree of efficiency and have proved vitally important in business and civic development throughout the nation. Chamber membership does not cost, it pays."

—Alan K. Browne, First Vice President, San Francisco Chamber

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program—a continuing project to equate dues with other cities the size of San Francisco and in proportion to business' stake in the community are:

City Transfer & Storage Co.
Corn Products Sales Co.
Furness, Withy & Co.
Hyster & Co.
Maynard Supply, Inc.

Neat, Stratford & Kerr
Photostat Corp.
San Francisco Bar Pilots Assn.
Sherman, Clay & Co.
Stanford Research Institute

Sacramento Valley Leaders Wind Up 2-Day Local Visit

Civic, business and agricultural leaders from 19 northern California counties today will end a two-day visit in San Francisco as guests of local firms for "Sacramento Valley Days," sponsored by the Chamber.

More than 100 Valley leaders participated in the event, many of them accompanied by their wives. "The turnout further strengthened the strong ties which bind San Francisco and her neighboring communities into a single economic unit," Selwyn Eddy, General Chairman of 1957 Valley Days said.

"The Chamber historically has played an important role in the progress and development of her sister communities in the Valley. The success of this event points up the continuing unity between those in the Greater Sacramento Valley" and San Francisco."

E. D. Maloney, President of the Chamber, and Eddy, Chairman of the Domestic Trade Committee, welcomed the Valley leaders at the opening breakfast yesterday morning.

The first day's program included industrial tours, a Maritime luncheon, afternoon tour and a cocktail party. Today's agenda scheduled an industrial conference or tours, a cruise of the Bay aboard the Chamber's Great Golden Fleet and a visit to the bay model in Sausalito.

Wives of the visitors will tour Jackson Square today from 2 p.m. to 4 p.m.

Maritime experts have estimated that every ship now afloat in the world could be anchored with room to spare in the 456 square miles of San Francisco Bay and its contiguous bays and straits, largest natural harbor in the world.

CALENDAR—CHAMBER EVENTS

September 27—SACRAMENTO VALLEY DAYS—8:45 a.m. - 5 p.m.

September 27—AVIATION SUBCOMMITTEE—Commercial Club, 12 noon.

September 27—SUBCOMMITTEE ON TRADE RELATIONS WITH CENTRAL AMERICA—1st floor

conference room, Chamber, 2:15 p.m.

October 8—INTERNATIONAL EXHIBITIONS &

TRADE MISSIONS COMMITTEE—1st floor conf. room, Chamber, 2:15 p.m.

The Crusade and the Chamber

Members Play Key Role in Current Drive

United Crusade's "Division A" drive, aimed at "blue-ribbon leaders," depends "to a very great extent on the impetus of the Chamber," A. E. Ponting, chairman of "Division A" of the Crusade said today.

"More than 230 businessmen—eighty per cent of them Chamber members—have signed up as volunteer solicitors of corporation executives and other individuals of higher incomes,"

Ponting pointed out.

Chamber members serving in key posts with the United Bay Area Crusade include Ernest C. Arbuckle, Foster & Kleiser Co., UBAC campaign chairman; Ponting, of Blyth & Co., "Division A" chairman; and vice chairmen James B. DuPrau (Group One), A. E. Schwabacher, Jr., (Group Two) of Schwabacher & Co.; and Roland Tognazzini (Group Four) of Union Sugar Co.

UBAC committeemen include Herbert E. Nyland, chairman, Crown Zellerbach Corp.; Paul W. Cotton, management representative, Bethlehem Pacific Coast Steel; Marco F. Hellman, senior partner, J. Barth & Co.; Daniel E. Koshland, president, Levi-Strauss & Co.; Samuel B. Stewart, vice president and general counsel, Bank of America; Donald Maclean, president, C. & H. Sugar Refining Corp.; and William E. Waste, executive vice president, Bechtel Corp.

Officials of the San Francisco section of United Crusade are Fred H. Merrill, vice president of Fireman's Fund, president, and Selwyn Eddy, vice president, Shell Oil Co., campaign chairman.

The avowed goal for "Division A" (donors of \$1000 or more) of the Crusade—which invariably sets the standard for the entire Bay Area Crusade which serves nearly 260 welfare, youth and health agencies—is \$4,118,000 out of a total goal of \$11,748,000.

"The Chamber traditionally has been interested in inter-county cooperation for the benefit of all citizens in the Bay Region," Ponting said. "It was upon this wide outlook that the Federated Fund, the predecessor of the United Crusade, was formed. We owe the success of our unified drive to the pattern set by the Chamber."

AREN'T YOU GLAD YOU CAN HELP



UNITED CRUSADE
YOUR ONE BIG GIVE...GIVE BIG

South of Market Area "D" Plan Gains Approval of Chamber

Chamber Directors have voted to approve the joint City Planning Commission and the Redevelopment Agency report for a preliminary plan for the South of Market Redevelopment Area "D" and to assist both agencies in every possible way to put the plan into effect.

The project calls for the clearance of substandard buildings in a 6½-block, 61-acre

area, according to Frank P. Gomez, Chairman, Industrial Development Committee, at a cost of \$6,000,000.

San Francisco's 1,017-acre Golden Gate Park, largest man-made park in the world, was a sandy wasteland until reclaimed by John McLaren, beginning in 1887.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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'Go-Ahead' Signals For Traffic Survey



TRAFFIC EXPERTS—Representatives of various City groups discuss plans for the Student Traffic Survey Contest now being conducted in the S. F. Unified School District by Western Insurance Information Service. An interim report will be submitted by each school October 25 as part of Business-Education Day when the casualty insurance industry hosts school teachers at a noon luncheon at the Sheraton-Palace.

John Baumgartner, Jr. Is Named California's 'Livestock Man of Year' for '57 by The Chamber

John Baumgartner, Jr., San Martin, Santa Clara County, unanimously has been selected as California's "Livestock Man of the Year" by the Chamber.

E. D. Maloney, President of the Chamber, will present him with a silver tray in a public ceremony marking the occasion Saturday night, November 2 at the 1957 Grand National performance at the Cow Palace.

"This award has gained stature throughout California and other states," commented Maloney. "The California Livestock Man of the Year project is a two-way street on which recognition and incentive are given to those in California's great livestock industry while San Francisco gains new friends by spotlighting the vital role of the industry to the economy of this city and the state."

Previous winners of the award were John H. Guthrie of Porterville, Harvey McDougal of Collinsville, Frank L. Pellissier of Pico, Hugh W. Baher of Chico, Louis A. Rozzoni of Berkeley, Loren Bamert of Ione, and A. T. Spencer of Wilton.

Baumgartner, brought up on the Santa Margarita Ranch, has spent most of his productive life on cattle ranches in San Benito and Santa Clara counties. He is a member of the legislative committee and chairman of the general

Local Businessmen Host Nearly 3,800 Teachers in Chamber's Annual B-E Day

Nearly 3,800 San Francisco teachers will be guests of the local business community at the seventh annual Business-Education Day, sponsored by the Chamber and Board of Education, on Friday, October 25.

The Business-Education Committee of the Chamber, headed by Harry J. Williams, reports that nearly 250 host firms are expected to participate in the program. Each firm will host a group of from five to 100 teachers.

Local schools will be closed on B-E Day. The program includes conferences with business executives, tours of local firms and luncheons.

"San Francisco was the first large city in the country to adopt this program," Williams pointed out. "Now the movement has spread to include many major U.S. cities, most of them sponsoring programs based on the pattern developed by the San Francisco Chamber of Commerce."

"Understanding between businessmen and teachers contributes vitally to the future enlightenment and prosperity of our society."

Romantic History of San Francisco to be Retold on Television

San Francisco's romantic history will be retold on television to more than 60 million viewers next year, according to Dr. Richard O. Atkinson, executive director of Continental Travelogue Pictures.

The international organization, which has established northern California headquarters at 256 Sutter Street, will start filming "This is California" this fall for release to 300 television stations early next Spring.

Established 41 years ago as a unit of Pathe Pictures, the Continental organization has filmed travelogues all over the world, providing them to television as public service features with guaranteed showings in important international markets.



J. Baumgartner, Jr.

resolutions committee of the California Cattleman's Association, a member of the State Board of Forestry, the central coast agricultural committee of the California State Chamber of Commerce, the general council of the American National Cattleman's Association Executive committee, the first advisory council to the division of agricultural sciences of the University of California and the Knights of Columbus.

As chairman of the steering committee of the State Livestock and Meat Marketing Conference, Baumgartner led the fight against misleading advertising of meat.

Baumgartner will be honored by the agricultural committee of the Chamber at luncheon Tuesday, October 15, at the Fairmont Hotel. His portrait will be hung permanently in a special niche at the Cow Palace.

SALUTING FAIR SHARE MEMBERS

"A strong Chamber of Commerce working every day to increase San Francisco's payrolls, attract new visitors, and stimulate virtually every facet of today's commercial economy—that's what builds business in San Francisco."—G. L. Fox, General Manager of the Chamber.

Members that have voluntarily increased their financial support of the Chamber through the Fair Share program—a continuing project to equate dues with other cities the size of San Francisco and in proportion to business' stake in the community—are:

Acme Fast Freight, Inc.
Field Research Company
The Morris Plan Company
Premium Products
St. Regis Paper Company

Sanborn Map Company
Seagram Distillers Corporation
Sloss & Brittain
Gene K. Walker
Western Machinery Company

San Franciscana

The Chamber's 'GREAT GOLDEN FLEET'



SLEEK AND SWIFT—That's Commodore Dan E. London's ADVENTURESS, flagship Great Golden Fleet, Chamber public relation arm.

In Grateful Recognition

THIS is to commend the San Francisco Chamber of Commerce on its sponsorship of the Great Golden Fleet. Since its formation seven years ago, the Commodore and Captains of this colorful fleet have voluntarily, and at personal sacrifice, given warm hospitality to distinguished visitors from all continents—thus bringing well-deserved recognition to the Port of San Francisco and the San Francisco Chamber of Commerce.

The maritime industry is especially grateful to the Great Golden Fleet for the marine salutes provided each home port vessel entering San Francisco Bay for the first time. This was typified by the spectacular demonstration by more than one hundred private craft which joined the Great Golden Fleet in greeting the S.S. MATSONIA to climax her maiden voyage Saturday June 22, 1957. This salute, and previous salutes to Matson vessels are greatly appreciated by the entire Matson Lines organization.

The San Francisco Chamber of Commerce can be proud of its continuing sponsorship of the Great Golden Fleet and of the citizen captains who give so willingly of their time in public service.

Randolph Sevier
President
Matson Navigation Company

San Francisco California
September 12, 1957

TESTIMONIAL—Matson Co. scroll.

'Muster-Roll'—

Activities of the Chamber's Great Golden Fleet are coordinated by Sidney H. Keil, Manager of the Domestic Trade Department of the Chamber and Fleet Secretary. Great Golden Fleet captains are:

Harry Barusch, *Mary Kay*; Francis Cross, *Extravagance*; Vernon S. Dallman, *Sea Angel*; Douglas Dorn, *Contessa*; James W. Elliott, *Eagle*; William J. Gray, *Grayling*; Jerry Hooper, *Lang Syne*; Charles A. Langlais, *Adios II*; Louis L. Levy, *Dorsal*; Donald Nevermont, *Adventureess* (flagship); Gerald Mincher, *Gateway*; Leavitt Olds, *Jolly Roger*; Les Vogel, Jr., *Eliz. Suwanna II*; Stuart C. Way, *Pattie Stuart*; W. E. Weisgerber, *Julie Ann*; Edward Wise, Jr., *Finance*; and Stephen A. Zellerbach, *Ambassador*.

The distinction of being the first organization of its kind in the world to sponsor its own good-will flotilla—the famed Great Golden Fleet—belongs to the San Francisco Chamber of Commerce.

San Francisco's nautical ambassadors of good will—skipping 18 of the Bay's fastest power cruisers—have entertained thousands of guests since the fleet was founded in September, 1951. Through the Chamber and the Fleet, the city's hospitality has been royally extended to statesmen, government, industrial, political and business leaders from many corners of the globe. Twelve to fifteen fleet cruises have been logged each year in salute to distinguished visitors, civic events or arriving navy fleets or private maritime vessels.

Flagship of the Great Golden Fleet is the ADVENTURESS, which proudly flies the fleet's distinctive pennant. Dan E. London has been commodore of the fleet ever since the formation of this sea-going public relations arm of the Chamber.

The fleet has had a busier-than-usual year, including salutes to the U. S. First Fleet, a welcome to the S.S. LEILANI, welcoming the S.S. MATSONIA, hosting government, industrial and bank representatives from 72 countries attending the International Industrial Development Conference sponsored by Time-Life International and Stanford Research Institute, executives and wives of the Association of Stock Exchange Firms, and taking part in the annual "Valley Days" event.



CHAMBER COMMENDED—Randolph Sevier (second from right), president of Matson Navigation Company, recently presented E. D. Maloney a scroll in appreciation of the Chamber's seven-year sponsorship of the Fleet, which greeted the MATSONIA on her maiden arrival in June. At left is G. L. Fox, Chamber general manager, and at right Commodore London.

Hitting the High Spots

WITH JIM WARNOCK

CHAMBER PRESIDENT E. D. Maloney and Junior Chamber President Robert H. Barr are members of an executive subcommittee recently appointed by Chalmers G. Graham, chairman of the San Francisco Hospitality Committee for the International Industrial Development Conference, October 14-18, Fairmont Hotel. Nearly 600 world leaders of business and finance from 60 countries throughout the free world will be in attendance at the event sponsored by TIME-LIFE International and Stanford Research Institute.

MOVING SCULPTURE—Looking up the 40-foot aluminum sculpture created for IBM Corp.'s new plant at San Jose are (left to right) John Bolles, architect for the plant, Byron Luther, manager of the plant's Department of Education, and Robert Howard, sculptor of the four-ton mobile. The sculpture, called the "Hydro-Gyro," was unveiled at the annual San Francisco Arts Festival Sept. 26-29 in Washington Square. It took three men four months to fabricate and recast three times to attain the delicate balance necessary for it to swing freely on each passing breeze.



to attain the delicate balance necessary for it to swing freely on each passing breeze.

TAJ OF INDIA, unique in this country for its northern Indian cuisine, has invited members of India's delegation to the International Industrial Development Conference as dinner guests Oct. 16, according to Harman Singh, manager of the establishment.

CHAMBER MEMBERS have been invited by Mayor Oscar Swanlund and the Eureka Chamber of Commerce to visit that area on Friday, November 1, via Southwest Airlines for lunch, tours, and dinner, returning to San Francisco on Saturday. The trip is being coordinated by the Inter-City Section, of which Emmett Fitzpatrick is chairman.

"FUNDAMENTALS OF INTELLIGENT INVESTING," a series of six weekly talks by top men in the field of finance, is scheduled Oct. 15 through Nov. 19 from 3:30 to 9:30 p.m. at the Marina Adult School Auditorium, Fillmore and Bay streets, under the sponsorship of the Junior Chamber in cooperation with the Adult Education Division, San Francisco Public Schools. Speakers include Frank Davis, Senior Analyst, Commonwealth Investment Co.; Claude Rosenberg, Registered Representative, J. Barth & Co.; Philip Conkle, Senior Analyst, Dean Witter & Co.; Joseph Edelstein, Partner, York & Co.; Harry Meyerson, Partner, Stewart, Eubanks, Meyerson & Co.; and Joseph Fee, Partner, Dodge & Cox.

JAY E. JELLECK, Chairman of the Parking Section of the Civic Development Committee of the Chamber, will replace Albert H. Jacobs on the Parking Authority.

Jelleck, a civil engineer and manager of the Portland Cement Information Bureau here, was nominated for the post by Mayor George Christopher. Jelleck is also a member of the Streets and Highways Section of the State Chamber. Jacobs resigned after eight years. Mayor Christopher accepted his resignation with a tribute to his public service as an Authority member.



Jay E. Jelleck

NEW MEMBERS IN RECENT MONTHS



R. W. Allen I. G. W. MacDonald Dale Hill John D. Hymes R. M. Chamberlain

New members who have recently joined the Chamber roster include (left to right): Rex Whittaker Allen, architect; 111 New Montgomery street; Iaan G. W. MacDonald, Manager, *Le Bonif Restaurant*; Dale Hill, Managing Director, *Dale Carnegie Courses in California*; John D. Hymes, *Gordon-Hymes & Staff, Inc.*; and Robert M. Chamberlain, President, *United Farm Agency*.

W. COY FILMER, president of the recently organized Filmer Publishing Co., 330 Jackson St., announces the establishment of the Library of Western Industry, a new concept in uniform company histories, recording the inspirational stories of companies whose growth is identifiable with the development of the West. With each book in the series devoted to the story of a single company, the Library should in time provide a valuable composite picture of the great names that have brought eminence to Pacific Coast industry. The Library of Western Industry was conceived and is directed by N. A. Hurwitz, publishers consultant from New York, who advises that the first three story assignments to local writers have already been made, with more scheduled for the coming weeks. Announcement of specific stories, identifying titles selected for the early volumes in the series, will be made when manuscripts near completion.

E. D. MALONEY, PRESIDENT OF THE CHAMBER, was master of ceremonies at the Quartermaster Association Banquet, held last Friday at the Fairmont Hotel. Guest speakers included Lt. General Lemuel Mathewson, new Commanding General of the Sixth Army; Maj. General Andrew T. McNamara, Quartermaster General of the Quartermaster Corps, U. S. Army; and the Honorable Calvin Dean Johnson, special consultant on public affairs for the American Trucking Association, Inc., and a former member of Congress.



Gen. L. Mathewson

"SCIENTIFIC RESOURCES of the San Francisco Bay Area" biennial handbook, published by the International Science Foundation, and selling for \$5 per copy, is now available at the Research Department of the Chamber. The handbook includes chapters on Bay Area research facilities, universities and colleges, scientific institutions and foundations, engineering societies, consulting engineers, industrial research facilities, trade associations engaged in research, Federal, State, County and Municipal research facilities, scientific and technical periodicals and a calendar on regional and national scientific meetings scheduled to the end of 1958.

VARIETY CLUB OF SAN FRANCISCO is sponsoring a civic luncheon in the Garden Court of the Sheraton-Palace Hotel at noon on Friday, October 18, in observance of the Golden Jubilee of the motion picture industry, featuring as special guests Bob Hope, 40 syndicated columnists and 10 technical members of the industry who are on a nationwide tour. Tickets are \$5.00.

SEAHORSE SYMBOL—This is the colorful new seahorse stack design adopted by States Steamship Co., which has consolidated operations of States and Pacific Transport Lines, Inc. The new design depicts a red seahorse on a white field with a navy blue border. It was created by Walter Lendor & Associates, San Francisco industrial design firm.



EIGHTEEN OKINAWA BUSINESSMEN touring the United States visited San Francisco Sept. 25 and were hosted at a reception at the Commercial Club, sponsored by the San Francisco Area World Trade Association. The party, headed by Koyu Gima, a board director of the Ryukyu Chamber of Commerce and Industry and President of the Okinawa Travel Agency, Ltd., will revisit San Francisco Oct. 13-14 before returning home. Cities visited on the tour included Los Angeles, Buffalo, Washington, D.C. and Chicago.

INSIDE SAN FRANCISCO, INC., will issue the first publication of its monthly magazine, "Inside San Francisco," on or about October 15, publisher Gil Coleman announces. The corporation's capital stock is listed at \$85,000.00, and the first print order will be 24,000 copies with distribution on newsstands throughout the entire six Bay area counties. The publication will be a 48-page magazine which will mirror the civic, social and cultural aspects of San Francisco.

"CANADA — BIGGEST CUSTOMER OF THE U.S."

— The —
San Francisco Area World Trade Association, Export Managers Association of San Francisco and Oakland World Trade Club

present
R. G. C. SMITH

Minister in Charge of Commercial Affairs,
Canadian Embassy, Washington, D.C.

Thursday Noon, October 31
Venetian Room, Fairmont Hotel

\$3.00

For reservations telephone the
World Trade Department
of The Chamber:
EXbrook 2-4511, Ext. 49.

CALENDAR—CHAMBER EVENTS

October 11 — **WTA LUNCHEON-MEETING** — Panelli's Restaurant, 453 Pine St., 12 noon.

Agenda: Speaker and colored film on International Trade Fair.

October 13 — **LIFE-TIME CRUISE** — Industrial Division Conference, Great Golden Fleet.

October 15 — **SECOND CENTURY CLUB** — Cruise on the yacht "Adventures" (courtesy Dan London), San Francisco Bay.

October 15 — **AGRICULTURAL LUNCHEON-MEETING** — Fairmont Hunt Room, Fairmont Hotel, 12 noon.

Agenda: Featured speaker, John Baumgartner, Jr., "Livestock Man of the Year."

October 15 — **SHIPPERS' COMMITTEE** — 1st Floor Conference Room, Chamber, 2:15 p.m.

October 16 — **RMA BOARD MEETING** — Press and Union League Club, 8 a.m.

October 16 — **POLICY COMMITTEE & WORLD TRADE LUNCHEON** — Panelli's Restaurant, 453 Pine St., 12 noon.

October 18 — **ORIENTATION MEETING, B-E DAY** — Room 200, Chamber, 11 a.m.

October 22 — **WORLD TRADE WEEK & FESTIVAL COMMITTEE** — 1st Floor Conference Room, Chamber, 2:15 p.m.

October 25 — **B-E DAY**

Samuel Brannan, early newspaper publisher who was one of the first to learn of the discovery of gold at Sutter's Mill and whose publicity started the Gold Rush, was on the first roster of officers of the Chamber in 1850.



PRODUCE OF RICH VALLEY—Noble N. Richardson, Orland (center), President, Glenn County Chamber, shows E. D. Maloney (right), president, S.F. Chamber, and G. L. Fox (left), general manager, the great variety of products from his area, typifying the productivity of the greater Sacramento Valley. Richardson brought the display here during the recent Chamber "Sacramento Valley Days."

"Would You Stay in the Air Force?"

A Provocative Discussion of the controversial Cordiner Plan

By **ARTHUR GODFREY**

CBS Radio-Television Star

at a

LADIES' DAY LUNCHEON — Garden Court, Sheraton-Palace Hotel, Thursday, October 31

"Arthur has done more to make the public air-minded than any single person since Lindberg."

—Captain Eddie Rickenbacker

Sponsors: Commonwealth Club of California, San Francisco Chamber of Commerce, San Francisco Down Town Association, Air Force Association

\$4.00



Mail Coupon and Check for Reservations

333 PINE STREET
SAN FRANCISCO 4

Please reserve _____ places for me at \$4.00 each at the Ladies' Day Luncheon featuring Arthur Godfrey, Garden Court, Sheraton-Palace Hotel.

Name _____

Firm _____

Address _____

or call EXbrook 2-4511, Ext. 58.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
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CALIFORNIA'S LIVESTOCK MAN OF THE YEAR, John Baumgartner, Jr., of San Martin, Santa Clara county, is shown standing second from right at the recent luncheon of the Chamber's Agricultural Committee honoring him. Grand National Queens are seated, (left to right): Dairy Queen Katherine Orr; Livestock Queen Lilla Hunter; Miss Grand National, Mary Ellen Hatcher; and Horse Show Queen Martha Schroeder. Others standing, (left to right), are Jack Pickett, editor, CALIFORNIA FARMER; Edgar Dick, secretary, California Cattlemen's Association; and Carl Garrison, acting Chairman of the Chamber Committee.



CELEBRATING GRAND NATIONAL (November 1-10) and California's Livestock Man of the Year, chosen annually since 1950 by the Chamber, is this display by Hartsook Portrait Studio, official photographer since the selections began seven years ago.

Adequate Water Fund From State Revenue Urged by the Chamber

Recommendations of the Chamber for creation of an adequate Water Development Fund from State Oil Resources Revenues and sale of power and other sources were presented Wednesday during a meeting of the State Legislature's joint Committee on Water Problems at the City Hall.

Voicing the Chamber's policy was Professor Everett D. Howe, Chairman of the University of California Division of Mechanical Engineering and Chairman of the Water subcommittee of the Technical Projects Committee of the Chamber.

Population Growth, Land 'Shrinkage' Poses Agricultural Problem

Vast population growth "causing shrinkage of existing livestock and wildland acreage is posing a grave problem for the State agricultural industry," according to John Baumgartner, Jr., recently named "Livestock Man of the Year" by the Chamber.

Speaking at a luncheon at the Fairmont October 15 in his honor, Baumgartner added: "Because of the tremendous expansion of industry as part of this population growth, there is a greater demand than ever for resources from these lands. The encroachment upon valley lands near growing centers of population and an intensified demand for use of wildland areas for recreation is creating a very serious problem."

Also on the agenda as a speaker was Wilson Meyer, President of the No. 1-A District Agricultural Association who urged San Franciscans to support the fat stock sales November 8 at the Grand National Livestock Exposition, Horse Show and Rodeo November 1-10 at the Cow Palace.

Chamber Backs Nine November Ballot Measures

First local organization to endorse Proposition "A", the \$22,150,000 bond issue for a new courthouse and remodeling of City Hall, the Chamber has gone on record in support of eight other measures on the November 5 ballot, according to G. L. Fox, General Manager.

The Directors' unanimous action followed recommendations of the Chamber's Tax Section, of which F. B. Magruder is chairman.

Measures endorsed:

Proposition "B": providing confidential secretaries for the City Attorney and Public Defender;

Proposition "C": prohibiting copying of civil service tests;

Proposition "D": supervisors to fix residence rules by ordinance;

Proposition "E": retired city employees could be paid as expert witnesses;

Proposition "F": school district would get credit for contributions to retirement system for teachers who elect to retire under the State plan (estimated savings on current contributions of \$1,500,000 per year);

Proposition "G": exempting part-time positions paying less than \$125 per month from civil service;

Proposition "H": Zoning appeals; public property would be excluded for petitions in zoning cases where signatures of 20 per cent of the owners are required;

And proposition "K": health service; board would be changed and the city would pay half of the cost after three years; first year cost \$259,000, third year, \$777,000.

In related action, the Directors have gone on record in unanimous opposition to Propositions J, L and M regarding pensions for firemen and police. J providing increased hazard pay for two-wheel motorcycle police, and N requiring statement of receipts and expenses by organizations for political candidates.

Opposition to J, L and M followed the recommendations of the San Francisco Municipal Conference, the Tax Section, and the Executive Committee. "The Chamber opposes in principle unfunded extensions of pensions and the gearing of pensions to current or future salary adjustments," Fox stated.

(Continued on page 2)

The Chamber's Voting Recommendations

MUNICIPAL MEASURES

NOVEMBER 5, 1957

Proposition	Vote	Proposition	Vote
A Court House—City Hall Improvement Bonds	YES	H Zoning Appeals	YES
B Confidential Secretaries	YES	I Police Hazard Pay	NO
C Civil Service Examinations	YES	J Fire Department Allowances	NO
D Residence Requirements	YES	K Health Service System	YES
E Retired City Employees as Witnesses	YES	L Police Department Allowances	NO
F Teachers' Retirement	YES	M Police Retirement Allowances	NO
G Part-Time Positions	YES	N Campaign Expenses	NO

[illegible]

Hitting the High Spots

With JIM WARNOCK

THE WESTERN STATES COUNCIL, organization of managers of the major chambers of commerce in the 11 Western states, will meet in San Francisco November 9 and 10. Don M. Follett, President of the group and manager of the Seattle chamber announces. Headquartered at the St. Francis Hotel, the council will hear C. Douglas Dillon, Deputy Undersecretary of State for Economic Affairs, discuss the effect on Western air transportation of international air treaties negotiated recently as a highlight of the agenda. . . .

CHAMBER MEMBERS have been invited to visit Eureka November 1 and 2 by Mayor Oscar Swanlund and the Eureka Chamber. Emmett Fitzpatrick, Chairman of the Inter-City Section of the Chamber, announces. Round trip is \$33, tax included, the group departing from International Airport via Southwest Airlines at 11:45 a.m. next Friday. . . .

SAN FRANCISCO is the subject of a remarkably comprehensive and beautifully edited eleven-page cover story in the November issue of *SUNSET* magazine. . . .

S. F. YOUTH ASSOCIATION has commended the Chamber for its part in making the "Youth Wants to Work" campaign for summer teen-age jobs the most successful in peacetime years, 1140 having been placed, Thomas A. Rowe, Executive Director announces. . . .

AMERICAN STANDARDS ASSOCIATION will hold its eighth national conference in San Francisco November 13-15, first time on the West Coast, with the theme "Standards—Key to Progress and Profits." Only organization where industry, government, science, engineering and consumer groups come together, the association is responsible for more than 1700 standards now in daily use throughout the U. S. . . .

TOP CULINARY HONORS in their divisions were won by Chamber members during last week's Culinary Art Show: St. Francis Hotel, Bob's Steak House and Foster's. . . .

Admiral Russell To Speak at Luncheon

Rear Admiral George L. Russell, USN, Commandant of the Twelfth Naval District, will be the speaker at a civic luncheon welcoming him to San Francisco on Thursday, November 7, at the San Francisco Commercial Club.

E. D. Maloney, President of the Chamber, will preside and John A. Sutro, National Vice President, Navy League of the U. S., will be chairman of the day. Joint sponsors are the Navy League of the U. S., San Francisco Council, the Chamber, and the Commercial Club.

Admiral Russell succeeded retiring Rear Admiral John R. Redman, USN, on September 24. A distinguished lawyer and submarine officer, he was Judge Advocate General from 1948 to 1952 and Commander, Submarine Force, Pacific Fleet from 1953 to 1955.

Luncheon reservations, at \$2.75, may be made by calling the Chamber, EX 2-4511. Ext. 58.



Admiral Russell



GIFT FOR FLEET—J. Martin (right) of Sulphates, Ltd., Melbourne, this week presented the Chamber's Great Golden Fleet ship pennant from Commodore Charles Curtis of the Royal Victorian Motor Yacht Club of Melbourne for its "outstanding international hospitality." Receiving the pennant was Dan E. London, Commodore of the fleet of seventeen yachts captained by the Chamber's "nautical ambassadors of good will," who hosted the Australian Chamber of Commerce Mission during its July visit.

UNDER SECRETARY OF STATE Christian A. Herter will head a group of distinguished speakers at the 6th National Conference of the U. S. National Commission for UNESCO in San Francisco November 6-9. Theme of the conference: "Asia and the United States: What the American Citizen Can Do to Promote Mutual Understanding." J. F. Sullivan, Jr., is chairman of the S. F. Sponsoring Committee and the World Affairs Council is administrative agency. . . .

SPEAKERS AND FILMS ABOUT LAS VEGAS, pointing up the importance of Southwest Airways' service to the city, are available from J. Carl Ferrell, JUmo 8-6622. . . .

JAMES D. LIVINGSTON announces the opening of his public relations office in the Russ Building. Formerly an account executive of a St. Louis PR firm, he will concentrate on corporate counseling and institutional advertising. . . .

CENTRAL COAST COUNCIL of the California State Chamber of Commerce meets today at the Leamington Hotel in Oakland. . . .

SEVEN TOP PR CONSULTANTS will discuss how fees and budgets are established at the San Francisco Bay Area Publicity Club meeting at 6:30 next Monday at the Bellevue Hotel: Bill Wilkin, Bob Aldermen, Frank DiMarco, Len Gross, Hal Cruzin, Joy Frizze, and Bill Brown. . . .

It'll be

CHAMBER OF COMMERCE NIGHT
at the **Grand National Livestock Exposition, Horse Show and Rodeo**
Saturday, November 2, at 8 p.m.,
in the Cow Palace.

Special Feature:

Presentation of the Chamber 'Livestock Man of the Year' award to John Baumgartner, Jr., of San Martin, Santa Clara County.

Tickets available at the Cow Palace
(JUmo 8-2480).

SMOG FIGHTERS from throughout the United States will gather in San Francisco November 18-19 for the first nationwide conference on how "small particles" contribute to air pollution. The conference, to be held in the Fairmont Hotel under auspices of the National Air Pollution Control Association, will provide the first common meeting ground for the discussion of microscopic and sub-microscopic particles, both liquid and solid and their effect on air pollution," according to Benjamin Linsky, Bay Area Pollution Control District Officer who is chairman. . . .

JOHN D. HYMES, former research sales promotion and merchandising director of KGO and KGO-TV, has joined the public relations firm of Peter J. Gordon & Staff as partner, the company to be known as Gordon-Hymes & Staff, Inc. and to continue at 240 Stockton Street. Vice President of the new company, Hymes has had many years experience in the public relations field and with the Blow and Foote, Cone & Belding advertising agencies in New York. . . .

SIXTEEN OF SAN FRANCISCO'S FINEST, in this case its teachers, were guests of the Chamber today during Business-Education Day for a welcome by G. L. Fox, tours of the departments, luncheon at the Lochinver Room of the Mark Hopkins Hotel with greetings from President E. D. Maloney, and refreshments at the Commercial Club. They were: Mabel E. White, Madeline Marra, Arlene Schaff, Ileen Keith, Edith Bond, Loretha Marshall, Ruth Edwards, Joyce Enright, Angela Stevin, Cecilia Stager, Alice Lude, Edith Cochran, Jacqueline Soso, Maureen McMeMahon, Ernest J. Delucchi, and Walter Nolan. . . .

CHAMBER PRESIDENT E. D. MALONEY, General Manager G. L. Fox and Charles C. Miller, Manager, Transportation Department, attended dedication ceremonies at Dallas Love Field Terminal on Wednesday and Thursday as guests of Dallas and the Chamber. . . .

G. L. FOX will address the annual convention of the California State Hotel Association at Palm Springs October 29 on "14,000,000 and Away We Go," and the S. F. Downtown Optimists on October 30 at the Sheraton-Palace on "Optimism and Realism for San Francisco." . . .

INCREASED EXPORT SALES of surplus agricultural commodities through the Golden Gate—mainly cotton and grains—have resulted in the establishment of a San Francisco office of the Commodity Credit Corporation at 593 Market St. Ben K. Hansen, chairman of the Commodities committee of the San Francisco Area World Trade Association, announces.



GRAND NATIONAL STAR and livestock sales auctioneer this year will be Arthur Godfrey, CBS radio-television personality, who will perform with his palomino Goldie. Letters from Chamber President E. D. Maloney urging support of the fat stock sales on November 8 to assure a successful Grand National have been sent to nearly 500 potential buyers of prime beef.

S.F. and Osaka

"Town Affiliation"

Celebration Slated

San Francisco and Osaka, Japan, will celebrate their new "Town Affiliation" on November 8 when the Chamber and the San Francisco Area World Trade Association will give a luncheon in honor of Michiuko Sugi, president of the Osaka Chamber of Commerce and Industry.

"San Francisco-Osaka Sister Cities in Trade" will be the subject of Sugi's address.



Michiuko Sugi

Tickets to the luncheon at the Fairmont Hotel Noh Hill Room are available, \$3 each from the World Trade Department of the Chamber, EXbrook 2-4511, Ext. 46.

Sugi, who will arrive here for the opening of the new Japan Trade Center, 531-33 Sutter Street, will discuss with Association President George E. Talmage, Jr., plans now under consideration for next year's Second Annual Business Tour of Asia of the Chamber and Association.

Chairman of the Board of Directors of the Japan External Trade Recovery Organization (JETRO) Sugi is now in America attending a series of conferences in Buenos Aires and Asuncion, Paraguay.

As the head of JETRO, Sugi has been a leader in establishing the Japan International Trade Fairs, now held alternately in Osaka and Tokyo.

Now 73, Sugi has been active in export-import trade in Japan for more than 40 years and holds executive positions in nearly 70 firms and organizations, about one-third of them honorary.

I.I.D.C. Delegates

Hosted by Fleet

Nearly 150 delegates to the International Industrial Development Conference were guests of the Chamber's Great Golden Fleet on Sunday, October 13 for a bay cruise which launched a hospitality program un-equaled in the city for many years.

On October 21 the Fleet was host to 42 Naval chaplains of 17 NATO countries for a cruise which began their three-day visit to the Bay Area after attending the second annual NATO Naval Chaplains Conference last week at Quantico, Virginia.

Arthur Godfrey Air Force Spokesman

TV-Radio Star to Discuss Cordiner Pay Concept Based on Personnel Merit

The Cordiner Plan, subject for Arthur Godfrey's address "Would You Stay in the Air Force?" next Thursday noon in the Garden Court of the Sheraton-Palace Hotel, is a big question mark in the minds of the American public, press and businessmen—three groups which must give their understanding and support if it is to be weighed intelligently.

Highlights of the problem:

- Nine out of ten highly trained men now leave the armed forces just as they are ready to make their greatest contribution to the services;
- The services are not able to meet the

competition of private industry in salaries offered the technically trained;

- Vast sums are being spent for an ever-expanding arsenal of advanced weapons and equipment which is not being fully kept in readiness because of the lack of trained personnel.

Highlights of the Cordiner Plan:

- Established by the Defense Department with Ralph J. Cordiner, president of General Electric Company, as chairman, the committee proposes personnel be paid on the basis of worth rather than longevity of service;
- Savings of up to five billion dollars a year by 1962—or sooner—are possible;
- A fifteen per cent improvement in combat capabilities is probable;
- A sharp reduction in the number of military personnel required for a given level of national security can be achieved.

Tickets for the ladies' day luncheon, sponsored by the Chamber, the Commonwealth Club, the Down Town Association and the Air Force Association are \$4.00 and may be obtained by calling the Chamber, EX 2-4511, Ext. 58.

International Group To Hear Canada's Commercial Expert

Robert Guy Carlington Smith, Minister in charge of Commercial Affairs, Canadian Embassy, Washington, D.C., will speak on "Canada, Biggest Customer of the United States" Thursday noon, Oct. 31 at the Fairmont Hotel, Venetian Room.

The talk is sponsored by the San Francisco Area World Trade Association, a Chamber affiliate.

California, Oregon and Washington accounted for at least \$113.6 millions of exports to Canada in 1954.

Tickets, \$3 each, are available at the World Trade Department of the Chamber.

Chamber Calendar

October 25—8-E DAY.

October 25—8-E DAY LUNCHEON—Lochinvar Room, Mark Hopkins Hotel, 12 noon.

October 28—BUSINESS CENTER DEVELOPMENT

LUNCHEON-MEETING—12 noon.

October 29—SUB-COMMITTEE ON TRADE RELATIONS WITH FRANCE—1st Floor Conference Room, 2:15 p.m.

October 30—COMMITTEE ON TRADE RELATIONS WITH ASIA—1st Floor Conference Room, 2:15 p.m.

October 30—STREET, HIGHWAY AND BRIDGE SECTION MEETING—Room 200, 10:30-12 noon. Discussion on Crosstown Freeway.

October 31—WTA LUNCHEON-MEETING—Venetian Room, Fairmont Hotel, 12 noon.

Agenda: Featured Speaker, Hon. R. C. G. Smith, Minister in Charge of Commercial Affairs, Canadian Embassy.

October 31—LUNCHEON HONORING ARTHUR GODFREY—Sheraton Palace, 12 noon.

Agenda: Godfrey speaking on "Would You Stay in The Air Force?"

October 31—ARMED FORCES SECTION MEETING—Treasure Island, Commissioned Officers Mess, 12 noon.

November 1—WTA 1st ANNUAL ASSOCIATION GOLF TOURNAMENT AND DINNER—Olympic Club, Lakeside Course, 1 p.m.

November 2—SAN FRANCISCO CHAMBER OF COMMERCE NIGHT AT THE GRAND NATIONAL LIVESTOCK EXPOSITION—Cow Palace.

Presentation by E. D. Maloney to Livestock Man of the Year, John Baumgartner, Jr.

November 5—CARRIERS' COMMITTEE—1st Floor Conference Room, 2:15 p.m.

November 7—NAVY LUNCHEON—Commercial Club, 12 noon.

Agenda: Honoring Adm. Russell, new Commander of the 12th Naval District.

November 8—WTA LUNCHEON-MEETING—Nob Hill Room, Fairmont Hotel, 12 noon.

Agenda: Speaker, Michiuko Sugi, President Osaka Chamber of Commerce and Industry; "S.F.-Osaka, Sister Cities in Trade."



R. G. C. Smith

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager

W. A. TOGAN, Secretary

JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUCHEY, Editor

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OSAKA MAYOR HOSTED—Mayor Mitsui Nakai of Osaka, Japan, was feted last week by city officials, marking the "Town Affiliation" between his city and San Francisco. Left to right are Acting Mayor James Sullivan; E. D. Maloney, President of the Chamber; Mayor Nakai; and Spencer Monroe, N. Y., investment banker and primary figure in the proposed 1962 World's Fair for San Francisco.

Fat Stock Sales Critical Point in History Of Grand National Livestock Exposition

This is the day of the fat stock sales, a critical point in the history of the Grand National Livestock Exposition and the Cow Palace.

"It is imperative that the fat stock sales succeed if we are to keep a major livestock exposition in the Bay Area," E. D. Maloney, president of the Chamber said this week. "To this end Chamber members appointed to a sales committee to assure the success of the sales have been working diligently."

"The promise of premium prices in the auction is the chief motivation for the exhibitors whose interest in the past has built the Grand National into the major event of its kind in the West, attracting between 26,000 and 28,000 visitors to the area who spend an estimated \$6 million annually."

Arthur Godfrey is honorary auctioneer. A buffet and cocktail party for buyers will precede the sale at noon today. Highest bidders will be honored at Grand National performances. Carl L. Garrison, general manager, Porter Estates Co., is committee chairman.

Members of the sales committee are: William F. Carroll, agricultural commissioner, City and County of San Francisco; E. W. Cole, merchandising director, Pacific Telephone Telegraph Co.; Hunt Conrad, assistant to the president, Kern County Land Company; E. Floyd Forbes, president and general manager, Western States Meat Packers Association; Charles E. Gibbs, executive secretary, Associated Farmers of California; Ned K. Holbrook, manager, Agricultural Department, California State Chamber of Commerce; Walter J. Howell, manager, Agricultural Sales, P. G. & E.; Edward J. Vesante, vice president, H. S. Crocker Co.; William J. Cobb, Regional Service Committee, City and County of San Francisco; Jeffrey W. Meyer, vice president, Wilson and George Meyer and Company; Robert Nunyan, manager, California Beef Council; Jack T. Peckett, editor, California Farmer; Walter Rodman, livestock superintendent, Gos. Pal; Gordon Roth, farm director, KJBS; Henry Schacht, director of agriculture, N.M.C.; Randle P. Shields, manager, Agriculture Department, San Francisco Chamber of Commerce; O. Grover Steele, public relations representative, Safeway Stores, Inc.; E. W. Stephens, director, American Meat Institute; Walter F. Murphy, chairman, Murphy & Associates.

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The vital importance of cotton to California will be the subject of a joint meeting of various Chamber committees Tuesday noon, November 19, at the Hunt Room, Fairmont Hotel, pointing up National Farm-City Week.

Today is a Milestone In Japanese-American Trade Relations

Expanding trade and closer cultural relations between the San Francisco Area and Japan will be dramatically highlighted today by a series of closely related events:

The San Francisco-Osaka Town Affiliation and the opening of the new Japan Trade Center in San Francisco will be observed at a luncheon today at noon honoring Michisuke Sugi, President of the Osaka Chamber of Commerce and Industry and Chairman of the Japan External Trade Recovery Organization in the Nob Hill Room of the Fairmont Hotel.

Also observed at the luncheon, co-sponsored by the Chamber and the San Francisco Area World Trade Association, will be the second annual Business Development Tour of Eastern Asia which will leave San Francisco on April 7, 1958 with Osaka, site of the Japan International Trade Fair, the first stop on an itinerary which will include Hongkong, the Philippines and optional tours to Taiwan, the new republic of Malaya, and Australasia.

Sugi's remarks will be of particular interest to San Francisco at this time, since he has been a leader, through JETRO, in developing the trade fair into a leading event of its kind in the world and a potential model for the proposed San Francisco World's Fair of 1962.

Travel arrangements for the tour will be handled by the Haley Corporation via Pan American World Airways. Descriptive folders of the tour soon will be available from the World Trade Department of the Chamber, as well as from travel agents throughout the West.



TEACHERS WELCOMED—Shown leaving the Chamber for luncheon at the Lochinvar Room of the Mark Hopkins are teachers who participated in the 7th annual Business-Education Day Friday, October 25, sponsored by the Chamber, S. F. Unified School District and Board of Education. A record 3,800 teachers visited some 250 firms. Chamber hosts included G. L. Fox, General Manager, Miss Marie A. Hogen, Secretary, and Randle P. Shields, Manager, Public Affairs Department and Executive Secretary of B-E Day.

San Francisco Business Activity Sets New Records for First 9 Months of '57

General business activity in San Francisco set new records for September and the first nine months of this year, according to the Research Department of the San Francisco Chamber of Commerce.

The Chamber's September business activity index of 153.0 topped September of last year by 8.5 per cent. The nine-month average of 151.8 bettered last year by four per cent.

Construction, retail trade, bank debits, airport traffic, port tonnage, electrical energy sales, commercial and industrial water sales, bridge crossings and freight movements for September and the nine months all topped last year's similar periods.

The breakdown:

CONSTRUCTION—September construction authorized included 959 permits for \$6,868,739, an increase of 21.5 per cent and 59.4 per cent respectively over last September. New residential accounted for \$1,349,652, up 69.7 per cent; new non-residential for \$2,151,980, an increase of 83 per cent.

Additions, alterations and repairs accounted for about half of the total or \$3,367,107, a gain of 197 per cent. Residential permits provided for about 114 new dwelling units.

Total construction authorized in San Francisco during the nine months included 8,760 permits, valued at \$57,733,446, an increase of 16.7 per cent in number and 13.9 per cent in amount over a year ago.

New residential accounted for \$12 million but lagged 13.9 per cent in amount over a year ago. New non-residential accounted for \$26.5 million, a gain of 27.5 per cent. Alterations and repairs totaled \$20.2 million, exceeding last year by 40.4 per cent.

REAL ESTATE—Transactions for the first nine months amounted to 13,244 deeds recorded, slightly below last year. There were 11,294 mortgages and deeds of trust recorded, amounting to \$132,157,050 during the first nine months; the number was down 12 per cent and amount 9.7 per cent from last year.

RETAIL DEPARTMENT STORE SALES

—In San Francisco in September were 0.8 per cent above a year ago and the nine-month cumulative tied last year, based on the unadjusted indexes for these months.

FINANCIAL TRANSACTIONS—Expressed by bank debits in San Francisco, reached a new September high of \$4,210,781,000—\$540,000,000 or 14.8 per cent over last September. The nine-month cumulative of \$37.1 billion represented an increase of \$2.1 billion or 6.1 per cent over a year ago.

During September the Pacific Coast Stock Exchange reported transactions of 2,065,696 shares with a market value of \$25,912,373, bringing the nine-month total to 42,496,842 shares with a market value of \$486,986,317.

SHIPPING—The Port of San Francisco reported 447,420 revenue tons handled in September, an increase of 2.4 per cent. The nine-month cumulative tonnage movements were up 19 per cent with foreign up 16.8 per cent.

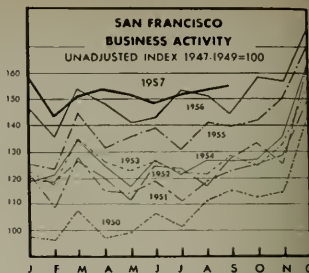
TRANSPORTATION—San Francisco International Airport traffic in September reported sharp increases over a year ago and included 10,670 planes in-and-out and 323,628 passengers off-and-on, representing respective

increases of 3.9 per cent and 13.7 per cent. The nine-month cumulative traffic movements reveal the number of passengers at 2,622,037 and air freight poundage at 61,529,700, each showing an increase of 16.3 per cent over a year ago.

UTILITIES—September electrical energy sales in San Francisco rose 0.7 per cent, commercial and industrial water consumption 3.8 per cent. Gains for the cumulative periods were 4.3 per cent in electrical energy sales and 0.9 per cent in water used.

CONSUMER PRICES—Consumer prices in San Francisco in September and for the cumulative period were sharply above a year ago with transportation cost leading the rises. The all-items index for San Francisco at 123.5 in September was 3.8 per cent above last year.

BAY REGION—In the San Francisco Bay Region as a whole, across-the-board expan-



sions were evidenced by business conditions during September and the first nine months of the year.

Financial transactions of the seven key cities in the region (San Francisco, San Jose, Sacramento, Stockton, Oakland, Berkeley, and Santa Rosa) totaled \$6.3 billion in September or an increase of \$737 million over a year ago. The nine-month cumulative of \$57.2 billion set a new record for the period and was up \$4.5 billion or 8.5 per cent over a year ago.

BUSINESS ACTIVITY THROUGH SEPTEMBER, 1957

BRANCH OF ACTIVITY	SEPTEMBER 1957	% from 1956	9 MOS. 1957	% from 1956	
*GENERAL BUSINESS ACTIVITY INDEX	153.0	8.5	151.8	4.0	
CONSTRUCTION PERMITS					
Total Number	959	21.5	8,760	16.7	
Value \$	6,868,739	59.4	57,733,446	13.9	
Residential, New	1,349,652	69.7	11,866,193	15.9	
Dwelling Units	14	106.0	1,021	13.3	
Single-family units, New	54	28.6	548	-20.8	
Non-residential, New	2,151,980	83.0	25,544,736	27.5	
Additions, Alterations and Repairs	3,367,107	197.2	20,248,447	40.4	
Nine Month dwelling units authorized	2,833	26.0	23,240	-9.8	
REAL ESTATE—Deeds Recorded	1,191	-12.5	13,244	-2.3	
*RETAIL DEPARTMENT STORE SALES					
Index	125	0.8	112	0.0	
FINANCE—Bank Debits	\$600	4,210,781	14.8	37,111,624	6.1
Postal Receipts	\$	2,637,424	20.7	22,649,847	-3.9
Pacific Coast Stock Exchange	Shares traded	2,065,696	12.2	42,496,842	16.8
Market Value \$	\$	25,912,373	—	426,986,317	—
COMMERCIAL FAILURES	Number	11	175.0	115	-11.5
INDUSTRY TREND—County Total Employment					
Mfg. Average Weekly Earnings (earnings)	1,111,600(p)	0.9	1,087,470(p)	1.7	
Mfg. Average Weekly Earnings (employment)	95,500(a)	3.6	97,063	0.1	
Manufacturing	232,700(p)	1.8	220,590(p)	1.8	
Construction, contract	69,200(p)	-14.0	71,100(p)	-4.8	
Finance, insurance, real estate	68,600(p)	1.5	68,580(p)	2.0	
Retail trade	176,700(p)	1.4	173,630(p)	0.9	
Wholesale trade	81,100(p)	2.9	79,625(p)	3.2	
Service	241,800(p)	3.6	238,240(p)	3.9	
Transp., comm., & utilities	123,600(p)	2.7	120,870(p)	2.4	
Agriculture	22,100(p)	-3.1	19,100(p)	-1.0	
Govt.—Federal, state, city	92,500(p)	1.2	91,760(p)	1.2	
Other	2,800(p)	3.7	2,670(p)	6.8	
TRANSPORTATION—Freight car movement	Number	11,953	-6.8	116,921	-6.3
S. F. Airport—Planes In and Out	Number	10,670	3.9	97,063	0.1
Passengers Off and On	Number	323,628	13.7	2,622,037	16.3
Air Mail Loaded and Unloaded	Lbs.	2,636,065	-0.5	25,789,501	1.0
Air Express Loaded and Unloaded	Lbs.	619,063	-7.7	5,798,560	-16.3
Air Freight Loaded and Unloaded	Lbs.	7,303,489	-2.4	61,992,700	16.1
Rail Express Shipments	Number	67,678	-13.9	650,341	-39.7
*Truck Movements—S. F. Area	Index	155.4	2.9	157.6	-0.1
Out-of-State passenger car entries into N. C.	Number	88,066	-9.1	—	—
PORT OF SAN FRANCISCO—Revenue Tons					
Total	447,420	2.4	4,753,617	19.0	
Coastwise	11,340	-15.5	103,876	-5.3	
Inland Waterway	16,500	-11.6	1,765,571	25.9	
Revenue tons	38,319	6.0	354,229	11.4	
Foreign	232,561	9.4	2,499,941	16.8	
CARGO VESSELS (San Francisco Bay)					
Arrivals	Number	378	-0.8	3,484	1.3
Millions of Registered Tons	1,782,599	-1.2	16,656,222	3.6	
UTILITIES—Ind. & Comm. Gas Sales	Cu. ft.	1,017,685,600	-3.9	12,657,239,900	-3.2
*Elec. Energy Sales, K. W. Hrs.	Index	142	0.7	147	4.3
Water Consumption—Comm. & Ind.	Cu. ft.	169,778,000	3.8	1,437,762,000	0.9
NEW DEVELOPMENTS					
Vehicle and New Vehicle Inquiries	Number	929	-12.0	33,737	-4.7
Bay Bridge Vehicle Crossings	Number	2,903,062	2.3	29,490,729	17.7
Golden Gate Bridge Vehicle Crossings	Number	1,388,450	2.3	12,107,831	3.3
FRUIT AND VEGETABLE RECEIPTS	Carlots	2,102	—	14,177	—
LIVESTOCK SLAUGHTER (Imp. Dists.)	Number	149,000(a)	—	933,000(b)	—
*S. F. CONSUMER PRICE INDEX—All Items					
Index	123.5	3.8	122.8	4.2	
*RETAIL FOOD	Index	119.4	3.6	117.9	3.5

* Index Base (1917-49 Monthly Average = 100). (a) August, (b) 8 months. (c) March-June-September quarterly average. Basic data sources not shown due to space limitation, but available upon request.

Hitting the High Spots

With JIM WARNOCK

E. D. MALONEY, President of the Chamber, formerly Vice President and General Manager of the Northern California area of Pacific Telephone and Telegraph Company, has been appointed Vice President in charge of Personnel with company-wide responsibilities including California, Oregon, Washington, Nevada and a portion of Idaho. . . .

GEORGE DEAN, formerly Assistant Vice President, American Telephone and Telegraph, New York, succeeds Maloney as Vice President and General Manager, President of the Seattle Chamber of Commerce in 1955-56. Dean started with Pacific Telephone and Telegraph in San Francisco in 1924 as a commercial engineer. . . .

OM GROODY, well-known San Francisco broadcasting personality, "explores the Queen City of the West from the ribbons in her hair to the dirt under her fingernails" from 8:05 to 8:30 p.m. Monday through Friday on "This Is San Francisco" over KCBS. Devoted to all phases of the city, Groody recently interviewed Miss Nancy Henry, the Chamber's Supervisor of Information, as "the girl with the most interesting job in San Francisco." A University of California Ph.D., Groody was



the originator of "Science in Action" and was named "Outstanding Male Personality" by the Northern California Academy of Television in 1952, 1953 and 1954. Maurice Hamilton is producer of the program, the most comprehensive San Francisco series now on the air.

BILL RODDY, former Shell Newscenter on KPX, has opened a television production office at Pier 3 to film and nationally distribute news releases from Bay Region firms. A former NBC announcer in San Francisco and New York and ship officer for American President Lines, he produced films during a 1955 world tour which have been seen in 31 cities. He leaves today for six weeks of filming aboard the S. President Hoover, including coverage of Osaka, San Francisco's sister city. . . .

SAN FRANCISCO is the educational center of the country this week, with every major U. S. educational institution represented at the sixth national conference of the U. S. National Commission for UNESCO, the largest Asian-American cultural affairs meeting in history. In addition to 1500 American delegates, observers from 39 countries are attending. . . .

ART IN ASIA AND THE WEST, illustrating the influences of the Orient, will continue at the San Francisco Museum of Art through December 1. . . .

BAY REGION BUSINESS

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JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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NEW MEMBERS IN RECENT MONTHS



Walter J. Brown

B. B. Garretson

J. H. Elmendorf

Bill Roddy

R. A. Bennighof

New members recently added to the Chamber shown above (left to right) include: **Walter J. Brown**, *Walter J. Brown Public Relations*; **Bradley B. Garretson**, partner, *Garretson & Elmendorf, Consulting Engineers*; **James H. Elmendorf**, partner, *Garretson & Elmendorf, Consulting Engineers*; **Bill Roddy**, *Bill Roddy TV Productions*; and **Robert A. Bennighof**, *Haarstick Lundgren and Associates, Inc.*

PORT OF SAN FRANCISCO reports that more than 130 cargo and passenger ships will sail to 160 world ports of call during November. . . .

NEW JAPAN TRADE CENTER opened this morning at 531 Sutter Street and includes a 70-foot-long exhibition hall, and an additional 1200 square feet of display space on the lower floor, as well as executive offices, general offices, storage space and a conference room. The dollar value of imports

from Japan through the Port of San Francisco has doubled since the first center was opened three years ago, according to Genzo Masazawa, executive director. . . .

1957 WHOLESALE AND BRANCH OFFICE Directory is now available from the Domestic Trade Department of the Chamber at \$2.00 to members and \$5 to non-members, according to W. H. Mixer, Chairman, Business Center Development Committee, and president of H. R. Bedford Co. . . .

WESTERN MERCHANDISE MART and the Chamber announce the Western Winter Market, February 4-8, and the Western Gift, China, Glass, Jewelry, Toy, Stationery and Housewares Show, February 3-6, the biggest and most complete shows in the West, including 3100 lines of home goods. . . .

SAN FRANCISCO INTERNATIONAL AUTO SHOW opens at the Cow Palace on November 29, running through December 8. . . .

"**EMPEROR NORTON**," a new work by the San Francisco Ballet, will be given its first performance tonight at the Opera House in honor of delegates to the U. S. National Commission for UNESCO conference. Choreography is by Lew Christensen, music by Vernon Duke, decor and costumes by Antonio Sotomayor and scenery by David West. . . .

SAN FRANCISCO JUNIOR CHAMBER OF MERCE last week hosted nineteen contestants in the "Miss Rodeo America" contest of the Grand National at the Cow Palace and handled all details of selecting the winner, "Miss Rodeo Golden Spurs," Jan Porath of Northville, Michigan. . . .

STATE AND LOCAL PROPERTY TAX collections have increased two and one half times in the last 10 years, with an increase of more than nine percent since 1955-56, according to Lloyd W. Dinkelspiel, Chairman of the Statewide Tax Committee of the California State Chamber of Commerce. . . .

MORTIMER SMITH, President of the Oakland Chamber of Commerce, has been re-elected chairman of the finance committee of the American Title Association for the fourth straight year. . . .

COLONEL WILLARD S. RENSNAW has been named Deputy Adjutant General for the Sixth U. S. Army at the Presidio, formerly serving as Assistant Adjutant General. . . .

UNITED AIR LINES' new nonstop daytime Red Carpet service to Washington, D. C., five flights



COMMENDED—Ernest L. Molloy (right), president of Macy's of San Francisco, is shown receiving a special San Francisco Area World Trade Association commendation honoring the store for its recent International Fair, from James P. Wilson, Manager of the World Trade Department of the Chamber, while Helen Dekalis (left) and Cindy O'Hara look on.

daily, was recently announced in a special extra of the San Francisco Chronicle. . . .

SAN FRANCISCO EXAMINER produced a special Business-Education Day extra, devoting the entire front page to the event and honoring the March's twenty-one teacher guests. . . .

MAJOR GENERAL SORY SMITH, new commander of the Fourth Air Force, recently presented a reserve award to Paul E. Hoover, President of Crocker-Anglo National Bank, honoring the bank's cooperation with reserve activities. . . .

BAY REGION INDUSTRIALISTS recently named to stage the November 18-19 semi-annual technical conference of the National Air Pollution Control Association at the Fairmont Hotel are: Elliott Schrier, Arthur D. Little, Inc.; Patrick J. Moran, Air Pollution Control District; Frank Stead and John Maga, State Public Health; John J. Easthagen, California Research Corp.; Ivan L. Johnson, Pacific Seal Casting Co.; Dale Hutchinson, Stanford Research Institute; John C. Beckett, Wesic Electric Heater Co.; and Norman W. F. McLeod, Piblico Sales & Service Co. . . .

A HIGHLY SUCCESSFUL EUREKA TRADE Development Tour was made by Chamber members on November 1 and 2, according to Emmett Fitzpatrick, Chairman, Inter-City Section: Chamber Director Ivan Branson, Ray Dempsey, Max King, Alvin F. Darre, Thomas J. Northen, Hal R. Strass, L. A. Swanson, N. J. Thompson, John S. Walsh, as well as Sidney H. Keil, Manager, Domestic Trade Department. The tour went via Southwest Air Lines, which is already making plans to fly parties from Humboldt County to the S. F. Giants games next season.

Chamber Calendar

November 8—WTA LUNCHEON-MEETING—Nob Hill Room, Fairmont Hotel, 12 noon. Agenda: Speaker, Michiuke Sugi, President Osaka Chamber of Commerce and Industry.

November 8—SUB-COMMITTEE ON TRADE RELATIONS WITH CHINA—1st Floor Conference Room, Chamber, 2:15 p.m.

November 11—ALASKAN AFFAIRS SECTION MEETING—Room 200, Chamber, 11 a.m.

November 11—GREAT GOLDEN FLEET CRUISE — 2:00-3:30 p.m., honoring 40 newspaper fashion editors from various parts of the country.

November 12—COMMODITIES AND SERVICES COMMITTEE MEETING — 1st Floor Conference Room, Chamber, 2:15 p.m.

November 12—LUNCHEON—Nob Hill Room, Fairmont Hotel, 12 noon. Honoring visiting Japanese Chamber of Commerce Presidents and Mayors of prominent Japanese cities.

November 13—POLICY COMMITTEE WTA LUNCHEON-MEETING—Leopard Cafe, 140 Front Street, 12 noon.

November 13—STREET, HIGHWAY AND BRIDGE SECTION MEETING—Room 200, Chamber, 10:30-12 noon.

November 15—TECHNICAL PROJECTS COMMITTEE LUNCHEON-MEETING—Commercial Club, 465 California Street, 12:15 p.m.

November 15—SUB-COMMITTEE ON TRADE RELATIONS WITH SOUTH AMERICA—1st Floor Conference Room, Chamber, 2:15 p.m.

November 19—LEGISLATIVE COMMITTEE MEETING—1st Floor Conference Room, Chamber, 2:15 p.m.

November 19—AGRICULTURAL COMMITTEE LUNCHEON-MEETING—Hunt Room, Fairmont Hotel, 12 noon. Agenda: Mr. Ray Provost, V. P. Producer's Cotton Oil Company of Fresno, speaker.

November 20—RETAIL MERCHANTS' ASSOCIATION BREAKFAST-MEETING—Press and Union League Club, 8:00 a.m.

November 21—INTER-CITY TRIP TO HAYWARD, FREMONT AND LIVERMORE.

November 22—COMMITTEE ON TRADE RELATIONS WITH AFRICA—1st Floor Conference Room, Chamber, 2:15 p.m.

November 22—WTA LUNCHEON-MEETING—Nob Hill Room, Fairmont Hotel, 12 noon.

November 22—INDUSTRIAL DEVELOPMENT COMMITTEE LUNCHEON-MEETING—Commercial Club, 465 California Street, 12:15 p.m.

November 22—ARMED FORCES SECTION AND BOARD OF DIRECTORS LUNCHEON-RECEPTION—St. Francis Hotel, Rooms 214-217, 12 noon.



AWARD TO WESTERN AIR LINES, a solid gold "C" honoring the cuisine and service of its Chempegne Flights, was recently presented to Clay Bernard (second from right), WAL Regional Sales Manager, by Maurice C. Dreicer, gourmet. At left is Jose Olguin, staff writer for NOVEDADES, largest daily in Mexico City, where Western recently inaugurated new service. Right is E. D. Maloney, President of the Chamber.

San Francisco Has More Top Restaurants Than Any U. S. City of Its Size, Says Gourmet

San Francisco has more excellent restaurants than any U.S. city of its size, Maurice C. Dreicer, celebrated New York gourmet, recently told officials of the Chamber.

At a Chamber meeting with E. D. Maloney, Chamber President, and G. L. Fox, General Manager, Dreicer said that the menus of the city's restaurants show "great imagination" and that "San Francisco also ranks highest for the number of good, moderately-priced restaurants."

"While the Italian and French influences are responsible for much of its culinary excellence, San Francisco cooking also owes much to the fact that the city is the crossroads of the world, where many styles of cooking from all over the globe, particularly from China and Japan, have met and been blended into near-perfection," Dreicer said.

Only eight U.S. cities have more than two excellent restaurants, he stated. They are San Francisco, New York, New Orleans, Milwaukee, Miami, Chicago, Minneapolis, and Los Angeles.

Dreicer, here to attend the Culinary Art Show and Western States Restaurant Convention, is the author of "The Diner's Companion" and creator of "the world's only verbal cocktail manual," a long-playing record which guides the mixer through nearly every drink known to man.

"San Francisco restaurants show great good taste in wines and liquors," he told the Chamber officials. "Tipping is also considerably less, compared to larger cities, where the guest is sometimes victimized by V.I.P. treatment from the captains whether he wants it or not."

"Service is excellent, but could be improved in some instances by a more leisurely approach on the part of the guest and the waiter. Dining should be a time reserved for relaxation and enjoyment and not tyrannized by a crowded engagement book. This should be particularly true in such a delightful city as San Francisco."

To increase their enjoyment of the city's restaurants, he recommended that diners try to hit either the "late shift" or "early shift"—thereby avoiding long waiting for tables and the crowds of the middle part of the evening. He also suggested that restaurants develop illuminated bulletin boards to show patrons how much time they can expect to wait, allowing them to relax.

True Magazine has referred to the Dreicer accolade as a "Pulitzer Prize Committee of One." Dreicer awards have been officially received by the Governors of fourteen states, the Presidents of Cuba and Switzerland and the Danish Minister of Agriculture.

Dreicer, founder of the Order of the Great Dining Establishments of the World, is the first to create a recipe for a "Giants Cocktail"—"a jigger of gin to celebrate San Francisco's victory in getting the team; a dash of bitters to aid future Giant opponents to bear their burden of defeat."



Critical Times Ahead for Redevelopment of S.F. Bay Area

The two-year period beginning next January 1 will be the most crucial in the history of San Francisco and the Bay Area, E. D. Maloney, President of the Chamber, told the Municipal Executive Employees Association last week at the Press & Union League Club. "Rapid transit is absolutely essential to the future of San Francisco and the communities around the Bay," Maloney stated.

The two-year educational campaign—to be conducted prior to the six-county referendum to establish financing of the system—will mean the difference between a "fragmented group of small towns" and "an integrated economic unit capable of offering increasing service and convenience to all Bay Area residents," he added.

Commenting on an article in the current issue of *Fortune* magazine, Maloney, who is a vice president of Pacific Telephone & Telegraph Co., said that the magazine's survey of 370 living commuters established that the public opinion climate for Bay Area Rapid Transit is probably the most favorable in the country.

Nevertheless the big "if" in the future of the system is the two-thirds majority required in the vote two years from now, he stressed.

"What we must work to build is an ideal transportation link between an increasingly attractive high density business area—the San Francisco Central Business District—and high and low density dwelling and business areas—the districts of the city and the suburbs.

"San Francisco's continued role of leadership in the area depends upon its ability to provide business and cultural services unequalled elsewhere. With the rapid growth of the Bay Area communities, redevelopment must not merely optional . . . but is absolutely essential to the future of San Francisco. Without rapid transit the redeveloped business center cannot become a going concern, for it must be of a high-density nature to succeed and to realize the great increase in tax revenues anticipated and needed by the city.

"The keys to the future are rapid transit and plans for the 'Golden Gateway'—Redevelopment Area 'E'—to relocate the wholesale produce market and rebuild the site into a premier district to include apartment and office buildings, light industry and public



MOULIN STUDIOS

BAY AREA RAPID TRANSIT . . . "absolutely essential to S.F. and surrounding communities."

facilities.

"The importance of Area 'E' redevelopment lies in the high-density possibilities it offers in residential, business and industrial terms, a concentration of facilities for goods, services and other attractions to the rest of San Francisco and to the communities around the Bay.

"Equally significant to the problems of a core city like San Francisco are the substantial increases in tax revenues potential in Area 'E'—an estimated \$2,370,000 annually."

Arthur J. Dolan, Jr. of San Francisco, a Chamber director, was elected temporary president of the Bay Area Rapid Transit District in which a 32-point achievement timetable for the district was outlined. The timetable would carry the transit program step-by-step to the hoped-for goal: "Bond election—36th month."

Submission of the plans would be made to the Board of Supervisors by September 1959 and allow six months for consideration and approval.

The directors will elect a president and vice president at their meeting Tuesday, November 26, at the State Highways Building, 150 Oak Street.

Following are the transit district directors

(Turn to page 4)

'Maid of Cotton' Is Honored by Chamber

California's 1958 Maid of Cotton, glamorous symbol of an industry that has grown to make California second only to Texas in cotton production and provide the leading agricultural export through the Golden Gate, was welcomed to San Francisco last Tuesday.

Cyril Magnin, Port Authority president, headed the welcoming committee.

She is Janice Brown, daughter of a Fresno cotton farmer, University of California junior, chosen from twelve contestants at the recent annual Cotton Cotillion in Fresno.

The welcome was sponsored by the Port of San Francisco, San Francisco Chamber of Commerce, Pacific American Steamship Asso-



Miss Janice Brown

(Turn to page 4)

San Franciscana

Harold Gilliam's SAN FRANCISCO BAY



GOLDEN GATE FROM BAKER'S BEACH—San Francisco critics, unanimous in their praise, have called the definitive book "a valentine to San Francisco Bay."

The Western Gate—This is the place where the Pacific, eternally assaulting the land, has breached the thousand-mile mountain barrier at the western edge of the continent. Its rhythmic tides surge between the dark red cliffs on either side of the strait, flood the long basin in the coastal hills, and cleave through the inner rim of mountains into the heart of the Central Valley. Out of this violent meeting of land and sea was born the bay named for St. Francis of Assisi.



AUTHOR and his wife, the former Ann Lawrence, worked together on the book, were married at its completion.

Tide of Empire—This is Chrysopolis, the Western Gate, and the bay within it has become, as Fremont and Dana predicted, the center of a western empire, the "emporium of a new world, the awakened Pacific. . . ."

Now, in the second half of the twentieth century, the prophecies take on new meaning. The Chrysopolis of Byzantium was the ancient crossroads between Europe and Asia, and the Chrysopolis of San Francisco is ready for a similar role. Now there is an "awakened Pacific" greater than Dana ever dreamed—in all the lands at the ends of the sea lanes which lead out the Golden Gate.

There the peoples of renaissance nations are beginning to seek bread and freedom and machines and books, and all the rumblings and stirrings along the far shores are harbingers of an age in the making. This bay can be the "emporium of a new world" of unimagined potentiality. The gate which opened inward on El Dorado now opens outward on the Orient.

Here the waters of the western rivers meet cresting waves from the far Pacific. Here they mingle with ocean brine which may have once washed across the white coral atolls of the Marshall, slapped against the wharves at Hong Kong, swirled in rip currents at Yokohama, thundered against the icy Siberian sea cliffs of Kamchatka, flowed in tidal rhythms along all the coasts of Asia. The long earth-circling migrations of Occidental man have brought him at last to this ultimate shore, joining across the final ocean the land of his beginnings.

Tomorrow lies west. It is being shaped at this moment beyond the setting sun. It is brewing in the conjunction of ocean rivers and moving masses of air far out on the face of the North Pacific. It is being conceived out of the impact of historical forces of titanic power and magnitude around the shores of this sea. Its visible symbol is this Gate at the edge of the continent. More than ever, in the Era of the Pacific, this will be the bay of destiny.

The City It has been said that all great cities of history have been built on bodies of water—Rome on the Tiber, Paris on the Seine, London on the Thames, New York on the Hudson. If this is a criterion of a city's greatness, surely San Francisco ranks in the first magnitude among cities of the world. For never was a metropolis more dominated by any natural feature than San Francisco by its bay.

In Rome, Paris, London, New York, once away from the water's edge you quickly lose track of it in the buzzing swarm of the city's interior. But San Francisco lies at the tip of a peninsula, and anywhere within the city's forty-five square miles a view of the water is only a few steps away at most—to the head of the block or the roof of the building or the top of the hill.

East of the peninsula's central ridges the city slants toward the bay. All of the downtown district and the older residential areas lie within the valleys and hills of this eastward slope. The salt fragrance of the wind penetrates every neighborhood. The bass drones of the foghorns and the whistles of ships are as common as the sound of automobile horns in the streets.

You can climb Twin Peaks and see several hundred square miles of bay spread around you like a glowing tapestry of light and color. More often the bay's impact comes unexpectedly. Rounding a corner in the heart of the city, you come upon it suddenly in the distance between nearby houses, blue in the sun. Waiting for an elevator in a downtown building, you glance out the window and are startled to see a high swinging arc of the Bay Bridge and the white ferry passing the base of one of its towers.

The bay seems always around you. It shines in the distance beyond the long rows of bulging bay-windowed flats. It appears at the bottom of the streets that drop dizzily down from the city's heights. It glows beyond the narrow, cluttered alleys of Chinatown.

It hits you with a quick blow in the innards as you drive over a rise of Russian Hill and see its sudden gleam and sparkle between nearby trees. It comes to you as a series of brief, breath-catching vignettes as you rise on the Powell cable car over Nob Hill and get successive glimpses of it at the ends of the cross streets—a shining shield of blue spanned by the giant bridge arching across the water to the cities and hills of the far shore.



GEORGE BAKER FROM ARGONAUT

EXPLORING every cranny of the Bay Gilliam, here boarding Mile Rock Lighthouse, devoted years to research and writing.

Hitting the High Spots

WITH JIM WARNOCK

TWENTY-FOUR REPRESENTATIVES of European wholesale trade associations touring the United States were welcomed to San Francisco November 11 by officials of the Chamber. . . .

HENRI FAYAT, Belgian Minister of Foreign Trade is scheduled to speak on "Whither Europe's Common Market?" today, noon, Nob Hill Room, Fairmont Hotel under the sponsorship of the San Francisco Area World Trade Association, a Chamber affiliate, and the World Affairs Council of Northern California. . . .



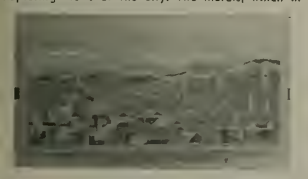
VIC WILLIAMS, president of the Ambassador Health Club, 135 Post street, recently sold the Montgomery Health Club. Williams also owns the Williams Health Club in Oakland and is associated with the Biltmore Health Club and the Williams' Health Club, both in Los Angeles. . . .

ERNEST GRUENING, Senator-Elect of Alaska, will be the guest speaker when the Alaska Affairs section of the Chamber holds a luncheon Wednesday noon, December 4, at the Sir Francis Drake. Gruening, former Governor of Alaska and a vigorous advocate for Alaskan statehood, will be stopping here enroute to Washington, D.C. . . .

NATIONAL FARM-CITY WEEK will be observed when 60 Modesto 4-H Clubbers visit San Francisco November 26 as guests of the Chamber, the Bank of California, N.A., Shell Chemical Co. and the Kiwanis Club of the Pacific, while about 32 San Francisco high school boys and girls visit Modesto, according to Randle P. Shields, Manager of the Agricultural Department of the Chamber. . . .

JAMES P. WILSON, Manager of the World Trade Department of the San Francisco Chamber of Commerce, left last weekend via American Air Lines to attend the 44th National Foreign Trade Convention [Monday, November 18] in the New York Waldorf-Astoria through Wednesday, November 20. A hospitality room was set up in the Waldorf-Astoria furnished with folders, directories and California champagne under the co-sponsorship of the Chamber, S. F. Marine Exchange and S. F. Port Authority. . . .

THE EMPORIUM Dome, long a tourist attraction, has taken on a new look with six mosaic-like murals depicting views of the city. The murals, which in-



clude views of the Bay Bridge, the Golden Gate Bridge, Chinatown, Golden Gate Park and Fisherman's Wharf, were made in the store by members of the display department. Officiating at the dedication were F. S. Hirschler, General Manager of the Emporium, E. D. Maloney, President of the Chamber, Supervisor Henry Rolph and Walter

SALUTING FAIR SHARE MEMBERS

"A city can have its spectacular edifices, its world-famed attractions, but it's not a great city until the men within it learn to get together to solve their problems—think together, work together, act together. And this mutuality of action is the primary purpose of your Chamber."—E. D. Maloney, President of the San Francisco Chamber.

Members who have voluntarily increased their financial support of the Chamber through the Fair Share program—a continuing project to equate dues with other cities—the size of San Francisco and in proportion to business' stake in the community are:

Ansor Corporation
Delvalle Kahlman & Co.
Harris, Kerr, Forster & Co.
Marsh & McLennan—Coscgrove & Co.

United Air Lines, Inc.
Westinghouse Electric Supply Co.
Wobblers
Zack Radio Supply Company

Swanson, General Manager of the Convention and Visitors Bureau.

TITAN METAL MANUFACTURING CO recently opened a brass plant at Newark, the only brass mill in northern California. Rosendahl Corp., 100 Bush Street, did the primary contracting and engineering. Garretson & Elmdorf, 400 Market Street was the architect and consulting firm. . . .

DAREDEVILS OF THE GOLDEN GATE, the story of men who paint the Golden Gate Bridge, is described in the November 16 edition of the *Saturday Evening Post* by Elmont Waite, reporter on the *San Francisco Chronicle*, with photographs by Mason Weymouth. . . .

NEW IDEA IN STATION BREAK announcements, using San Francisco facts supplied by the Chamber, has been developed by Phil Lasky, general manager



of KPXX for use with the above slide, one of a series: "San Francisco's Chinatown is the largest in the world outside of the Orient, according to the San Francisco Chamber of Commerce, KPXX, Channel 5, San Francisco."

THE CHAMBER'S support of the recent Fat Stock Sales at the Grand National, most successful in history, was in the highest traditions of Chamber public service, Wilson Meyer, president of the Cow Palace, stated in a letter to President E. D. Maloney. . . .

TIRED OF BUCKING TRAFFIC? For only 55c Park Ride Plaza No. 1, Seventh and Harrison, offers you all-day parking and limousine service to and from points along Market Street. For further information call SU 1-9271. . . .

TWENTY-SEVEN JAPANESE Mayors and city officials were recently honored by the Chamber and San Francisco Area World Trade Association at a luncheon in the Nob Hill Room of the Fairmont. The visitors were on their way home after attending the Japan-American Pacific Area Conference in San Diego and were guests of the Chamber for three days. . . .

LIEUT. GEN. L. MATHEWSON, new Commanding General of the Sixth U. S. Army will be honored at a luncheon today at the St. Francis Hotel sponsored by the Chamber's Board of Directors and the Armed Forces Section. E. D. Maloney, President of the Chamber, will preside. Chairman of the Armed Forces Section is Brig. Gen. Stuart D. Monist. USAF. . . .

SAN FRANCISCO will take its place alongside Cannes, Berlin and Edinburgh next month with the opening of the first international film festival ever to be held in the United States. Co-ordinator of the project for the San Francisco Art Commission, sponsors of the event, is Irving M. Levin. Eleven countries have accepted invitations to take part. Levin said, with 14 films chosen for the festival which begins December 4. A different movie will be shown each night at the Metro Theatre. Motion picture critics from five San Francisco-Oakland metropolitan newspapers will judge the films. Official judges are Paine Knickerbocker of *The Chronicle*, Emilia Hodel of *The News*, Hortense Morton of *The Examiner*, Robert Hall of the *Call Bulletin* and Theresa Loeb Cone of the *Oakland Tribune*. . . .

E. D. MALONEY, President of the Chamber, addressed the recent Japan-American conference in San Diego on "Cooperative Planning for Metropolitan Growth." . . .

PARR INDUSTRIAL CORPORATION of San Francisco has started construction of district offices for Merck Chemical, Los Angeles. . . .

IN AN EFFORT to induce four major international airlines to establish air carrier service in and out of San Francisco International Airport, Charles C. Miller, Manager of the Transportation Department recently contacted, on behalf of the City and County and the Chamber, Air France, Scandinavian Airlines System, Belgium Air Lines and Lufthansa while in New York after attending the National Industrial Traffic League's annual convention in Chicago. He flew to Washington, D.C. late this week to attend the National Defense Transportation Association Convention and confer with officials of the Civil Aeronautics Board, Interstate Commerce Commission and Federal Maritime Board. . . .

VICTOR REED, former news and special events director and advertising, publicity and promotion manager of KGO and KGO-TV has opened a public relations firm, Victor Reed and Company, in the Hearst building. Reed, for more than 15 years active in network radio and television, specializes in corporate liaison with the broadcasting industry and client service consultation in radio and television for advertising and public relations agencies. . . .

SYMBOL OF SISTER CITY—Did you know that Osaka has a population of 2,688,800?

Learn more about the trading area vital to the future of the great Pacific Basin community by joining the second annual business development tour of the San Francisco Area World Trade Association departing on April 7 for Japan, Hongkong, the Philippines. Call or write the World Trade Department, San Francisco Chamber of Commerce, 333 Pine Street, San Francisco 4, EXBroom 2-4511.

大阪

31 Business Executives Nominated for Election As Chamber Directors

Thirty-one San Francisco business executives have been nominated for election as 1958 directors of the Chamber, according to C. L. Fox, general manager.

To be voted on at the annual election November 26, incumbent directors nominated for re-election are:

James H. Barry, H. President, James H. Barry Company; B. F. Biagioni, Jr., Vice President, Southern Pacific Company; Ivan Branson, president, Manning-Nelson-Sandberg Company; Robert M. Brown, McCutchen, Thomas, Matthews, Griffiths & Greene; Alan K. Browne, vice president, Bank of America N. T. & S. A.; Robert W. Cahill, president, Cahill Construction Company; Ransom M. Cook, senior vice president, American Trust Company; W. W. Davidson, vice president, Standard Oil Company of California; O. B. Diers, vice president, Pacific Gas and Electric Company; Arthur J. Dolan, Jr., vice president, Blyth & Company, Inc.; Selwyn Eddy, vice president, Shell Oil Company; Frank P. Gomez, industrial realtor.

George F. Hansen, vice president, Matson Navigation Company; Willis M. Holtzman, Western Division, City Mortgage Department, Equitable Life Assurance Society of U. S.; Jack H. How, president, Western Machinery Company; W. F. Kaplan, secretary-treasurer, The Emporium-Capwell Company; Roger D. Lapham, Jr., resident vice president, Alexander & Company of California; John R. Little, vice president & general manager, Foote, Cone & Belding; Dan E. London, managing director, St. Francis Hotel; Anne A. May, vice president, Westinghouse Electric Corporation; Harry C. Munson, vice president-general manager, The Western Pacific Railroad Company; S. R. Newman, Western sales manager, United Air Lines and Emmett G. Solomon, vice president, President Securities Company.

Newly nominated as directors for 1958 are:

Robert H. Barr, Yellow Cab Company; E. W. Carey, vice president, Fiberglass Paper Products Corporation; Earle C. Hubbard, vice president-general manager, Wm. L. Harrison Company, Inc.; Charles T. Gray, president, American Forest Products Corporation; Jack T. Pickett, editor, California Farmer; Quentin Reynolds, Safeway Stores, Inc. and G. J. Treadwell, senior vice president, Crown Zellerbach Corporation.

The candidates were named by a nominating committee made up of Laurence H. Odell, chairman; Charles S. Holbs, Daniel J. McGanney, T. S. Petersen, Randolph Sevier, Norman R. Sutherland and Carl F. Wentz.

Chamber Calendar

November 22—WTA LUNCHEON-MEETING — Nob Hill Room, Fairmont Hotel, 12 noon.

Agenda: Hon. Henri Fayot, Belgium Minister of Foreign Trade, speaker: "Whither Europe's Common Market?"

November 22—ARMED FORCES SECTION — COMMERCIAL CLUB, 465 California Street, 12:15 p.m.

November 22—ARMED FORCES SECTION — BOARD OF DIRECTORS LUNCHEON-RECEPTION — St. Francis Hotel, Rooms 214-217, 12 noon.

November 29—TECHNICAL PROJECTS COMMITTEE LUNCHEON-MEETING — Commercial Club, 465 California Street, 12:15 p.m.

December 3—CUSTOMS AND TARIFF POLICY COMMITTEE—1st Floor Conference Room, Chamber, 2:15 p.m.

December 4—STREET, HIGHWAY AND BRIDGE SECTION—Room 200, Chamber, 10:30 a.m.



GOODWILL GESTURE—John S. Bolles (left), architect for the New York Giant's new stadium, Bill Roddy, San Francisco TV producer, and his wife watch Walter Mails, assistant publicity director for the Giants, autograph baseballs to be presented to baseball teams in Osaka, Japan, sister city of San Francisco. Mr. Roddy is holding three Willie Mays' bats, contributed by the Giants. Three baseballs, signed by Frank (Lefty) O'Doul—"Father of Baseball in Japan"—also were shipped to Osaka. The gifts, shipped via the President Hoover and Japan Air Lines, will be presented in Osaka by Roddy December 8.

Critical Times Ahead For Development of San Francisco Region

(Continued from page 1)

and the terms they drew:

Four years: H. L. Cummings, Contra Costa; Adrien J. Falk, San Francisco; Harry L. Morrison, Jr., Contra Costa; George M. Sullivan, Alameda; Henry Ducler, San Mateo, and Sherman Swan, Alameda.

Three years: John C. Beckett, Marin; Thorpe J. DeLassau, Marin; Joseph C. Hunter, San Mateo; J. Joseph Sullivan, San Francisco; and J. F. Harvett, San Mateo.

Two years: Arnold C. Anderson, Alameda; Allan E. Charles, San Francisco; Arthur J. Dolan, Jr., San Francisco; Marvin A. Joseph, Contra Costa, and Clair W. MacLeod, Alameda.

Members of the San Francisco Bay Area Rapid Transit Commission:

Alan K. Browne, chairman; Angus M. Cohan, executive secretary; A. Hubbard Moffitt, Jr., vice chairman; John C. Beckett, secretary; Arthur J. Dolan, Jr., treasurer.

Members:

Alameda County—Edgar L. Butner, John A. Foley, Clair W. MacLeod, A. Hubbard Moffitt, Jr. and Sherwood Swanson; Contra Costa County—B. W. Brenner, H. L. Cummings, John J. Sheridan.

Marin County—John C. Beckett, George Gabhen.

Napa County—George C. Warner, Henry M. Wigner.

Santa Clara County—Nestor Barrett, Otto E. Sargent.

San Francisco County—Alan K. Browne, Arthur J. Dolan, Jr., Marvin E. Lewis, Thomas A. Rutell, Max Subel.

San Mateo County—C. D. Allen, Harry A. Mitchell.

Solano County—Alvin Gonthier, W. F. Parker.

Sonoma County—J. Mervyn Daw, Charles Kinne.

Ex. Office—Frank B. Durkee, Director of Public Works, State of California.

'Maid of Cotton' Is Honored by Chamber

(Continued from page 1)

ciation, American President Lines and steamship cotton carriers.

At noon the Maid was guest of honor at a luncheon in the Fairmont Hotel. Principal speaker was Ray Provost, vice president of the Producers Cotton Oil Company, Fresno.

"In less than a decade the California cotton industry has effected a revolution in one of the world's oldest agricultural endeavors through the application of energy, vision and modernization which has cut hand labor in half," Magnin stated.

"The value of cotton shipped through the Port of San Francisco since 1950 has topped \$100,000,000. More than half a million bales have been loaded at the port in the past five years."



Ray Provost

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WABNOCK, Executive Editor

JOSEPH I. HAUGHNEY, Editor

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Circulation: 7,500 this issue



MODERN METALS HEADQUARTERS is the newly completed \$1.5 million warehouse and office facility of Pacific Metals Company, Ltd., which has enhanced the Third Street industrial area of San Francisco.

Award of Progress 'For Enhancing Area' Given Pacific Metals

Pacific Metals Company, Ltd., 27-year-old San Francisco firm, which opened its new \$1.5 million warehouse and office facility at 1900 Third Street in October, has been presented the Chamber's Award of Progress for enhancing its area of the city, creating new employment through investment, and for the confidence its leadership has shown in the future of San Francisco.

The award is particularly fitting for Pacific Metals, since the firm was advised by professional counsel, because of its growth problem, to move out of the city, but decided that San Francisco was the "hub of its activities."

So it bought a \$1,250,000 warehouse property of 163,000 square feet and built a \$22,000 modern office adjacent with off-street parking. It now has one of the most modern and best located modern metals headquarters in the entire United States, according to Walter Schroeder, President.

The company is a leading distributor of non-ferrous and ferrous alloys in all forms, including fastenings, welding supplies and equipment. It has branch offices in San Diego and Phoenix, and warehouses and offices in Los Angeles and Salt Lake City.

"We are particularly proud to have this opportunity to recognize the contribution of Pacific Metals to the economy of San Francisco," G. L. Fox, General Manager, commented, "especially to the manufacturing and construction industries to which its products and services are vital."

Other recipients of the award, selected by the Chamber's Business Center Development Committee, of which W. H. Mixer is Chairman, have been S & W Fine Foods, Petriani Plaza, Western Machinery Company, the San Francisco Flower Market, the Jackson Square Association, California Color Corporation, Fireman's Fund, and Moore's.



HONORED FOR PROGRESS—Walter Schroeder (second from left), President of Pacific Metals Company, Ltd., receives the Chamber's Award of Progress from W. H. Mixer, Chairman of the Business Center Development Committee, while W. T. Lewis (right), Vice President of the company looks on.

In another move toward modernization of lower Market Street, the Mattei Development Company has acquired the five-story Bay Building at Main and Market for extensive remodeling and leasing, Peter O. Mattei, President, has announced.

Plans include complete interior and exterior modernization of the 30,000-square-foot structure at a cost approximating a half million dollars. John S. Bolles, AIA, is architect.

The project will enhance redevelopment by private enterprise of the immediate area, which includes the Matson, Pacific Gas & Electric, Southern Pacific, Crocker-Anglo National Bank, Bank of America and R. C. A. buildings. Nearby is the J. B. M. building, the site for the new Crown-Zellerbach skyscraper, and the new 300-car Matson garage.

"The tremendous commercial growth of downtown San Francisco is cutting an inevitable path through the dinginess of lower Market Street," Mattei said. "We see a day in the not too distant future when this trend will extend to the Embarcadero, making this area a smart new commercial center."

Leasing agent for the new Bay Building office space is the Harry M. Richardson Co.

'58 Critical Year In Destiny of City, Browne Prophesies

"What happens in San Francisco next year in redevelopment, transit, traffic and other civic problems holds unusual significance as far as the destiny of the city is concerned," according to Alan K. Browne, Vice President of the Bank of America N. T. & S. A., and newly-elected President of the Chamber.



Alan K. Browne

Browne will succeed E. D. Maloney, Vice President of the Pacific Telephone & Telegraph Co., at the end of this year. Browne was elected President of the Chamber.

"In these eventful years, when the foundations for so much of San Francisco's future are being built, the presidency of the Chamber is both a challenge and an opportunity," Browne said.

"The challenge I am glad to accept; the opportunity I will do my utmost to fulfill," he continued.

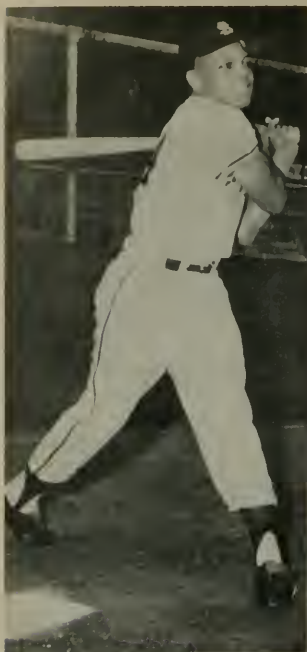
"With adequate support, the Chamber can influence the business climate in San Francisco and the entire Bay Area to induce development of new payrolls, domestic trade and world commerce. The Chamber has been and should continue to be the clearing house for economic and related data about San Francisco and the entire West.

"In addition to these and other regularly accepted functions such as advancing the community's position in reference to transportation and publicizing the city throughout the nation and the world, it seems to me that the time is at hand when we must unite all who are concerned with San Francisco's welfare in striving to accomplish some specific objectives during 1958.

"These should include redeveloping the present produce market area, creating a new wholesale food distribution center, improving local and regional transit facilities, providing badly needed public buildings, eliminating the blighted areas south of Market Street, making a park at the foot of Market Street, modernizing the Port of San Francisco and establishing more berthing facilities on the waterfront for small boats, enhancing San Francisco's Pacific Basin relationships and filling the land in the Hunter's Point Reclamation District.

Other officials elected by the 1957-1958

(Turn to page 6)



"AMAZIN' MR. MAYS"—Tops in the game.

San Francisco Giants' Roster

Here's the 1958 roster of the San Francisco Giants, owned by Horace Stoneham and managed by Billy Rigney:

Pitchers—

Johnny Antonelli, Curt Barclay, Thomas Bowers, Ernie Broglio, Pete Burnside, Jim Constable, Ray Crone, Ruben Gomez, Marv Grissom, Dave Jolly, Joe Margoneri, Mike McCormick, Stu Miller, Ramon Monzant, Joe Shipley, Allan Worthington, Dominic Zanni.

Catchers—

Ray Katt, Roger McCardell, Bob Schmidt, Nick Testa, Valmy Thomas and Wes Westrum.

Infielders—

Ed Bressoud, Foster Castleman, Gail Harris, Ray Jablonski, Carroll Lockman, Dan O'Connell, Andre Rodgers, Daryl Spencer, and Virgil Ossie.

Outfielders—

Willie Mays, Don Mueller, Jim Rhodes, Hank Sauer, Bobby Thomson and Don Tausig.



TEMPORARY HAVEN—Until they build their new stadium the San Francisco Giants will cavort at Seals Stadium (above) located at 16th and Bryant Streets.

Chamber Campaigns to Develop Interest In Giants Throughout Northern California

"With a pledge to back the San Francisco Giants to the hilt, the Chamber welcomes the National League team to San Francisco," G. L. Fox, General Manager, said this week.

"The Chamber—traditionally alert to inter-county, inter-city and inter-community cooperation on all levels—is vigorously backing the Giants in their campaign to interest all communities outside San Francisco as well as San Francisco itself," Fox said.

"By building a far-reaching interest among northern California's 48 counties, the Giants will have established a rugged foundation for continued and loyal attendance, an attendance solid enough to be consistent even if the team gets off to a shaky start as far as performance is concerned—a remote possibility considering the roster," Fox said.

The financial success of the Giants will depend to a great extent on luring out-of-town visitors through the turnstiles, Fox pointed out, and the "inter-county cooperation existing between San Francisco and the rest of northern California should prove of incalculable benefit to the Giants."

Last year a record total of 2,431,526 visitors to central and northern California spent a record \$180,307,378. Of this number, 853,466 or 35.1 per cent were from the 10 western states, a vast potential market area for the Giants.

The spending of visitors, a mighty and promotable mainstay in San Francisco's prosperity and growth, is the third largest source of "new dollars" flowing into this city, the median line of Pacific Coast population, agriculture, industry and finance, the hub of the Western market and the "nation's Western Capital."

According to California Poll interviewers, when major league baseball makes its debut in San Francisco this coming spring, it can count on the support of most of the baseball fans in northern California and many fans in central California.

Up to two or three times as many baseball fans are expected to turn out for one or more games during the season as went to any Pacific Coast League game this year. Figures compiled by opinion reporters who interviewed a sampling of adults show that where 10 per cent of the San Francisco Bay Area residents attended a PCL game, 27 per cent say they would attend one or more major league games.

As a result of the interest generated by the news of major league baseball here by next



JOHNNY ANTONELLI—Twice a 20-game winner.

season, the proportion of the California public who have an interest in baseball is greater today than it was ten years ago. In 1947, California Poll interviewers asked the question "Do you pay any attention to baseball?" and they found 45 per cent who said "yes." This year the figure is 51 per cent who say they follow baseball.

Thirty-nine per cent of northern California baseball fans apparently are more keenly interested in major league baseball than they were in PCL baseball.

One of the biggest "ifs," of course, is the

(Continued on page 5)

Chamber Campaigns to Develop Sectional Interest in S.F. Giants

(Continued from page 2)

quality of baseball the Giants will provide. A colorful winning team could throw all estimates out the window and exceed the fondest hopes of proponents. The Giants promise to bring to San Francisco a strong club capable of staying in the first division. Leading the team is "Amazin' Willie" Mays, described as "perhaps the most exciting and certainly one of the most gifted players in major league baseball."

Mays, now 26, has years ahead of him and could, in time, establish himself as an all-time great. He was the National League batting champion in 1954, the N.L. home-run king in 1955 (that year he hit 51), and during the last two seasons led the league in stolen bases. In 1957 he became the first player in the loop

to ever hit 20 or more doubles, triples and home runs in the same season. One year — and it could be the first year in San Francisco — he could put all the components of his game together and lead the league in every department.

Other name players on Owner Horace Stoneham's club include southpaw pitcher Johnny Antonelli, rightlander

HORACE STONEHAM...
Giants' owner.

Ruben Gomez, shortstop Daryl Spencer and outfielders Bobby Thomson and Hank Sauer. Antonelli, one of the game's top left-handers, twice won 20 games in one season for the Giants. Gomez, a consistent winner over his Giants' career, was the club's leading winner last year.

The team's pitching comprises one of the National League's strongest units. Antonelli, Gomez, Curt Barclay, Ray Crone, Allan Worthington and Stu Miller are all strong performers. Veteran Marv Grissom from Red

How to Obtain Season Tickets To Giants' Games For Your Firm

If you or members of your firm or corporation wish box or reserved seats for the San Francisco Giants' opening season, you are asked to call Peter Hoffman, Box Office Manager of the team, Market 1-2471.

The price for a box seat for the season is \$262.50 and a reserve seat is \$187.50. The boxes are in units of four, six, eight, 10 and 12 seats. Purchasers of four or more box seats will be allotted a name plate, either a personal or firm name.

Single game box seats are \$3.50 per game, reserve seats \$2.50 per game.

S. F. Sports Editors Hail Giants' Coming

"In getting the Giants for our very own, San Francisco has accomplished in the field of sports what it did in transportation when the golden spike was driven to complete the first transcontinental railway. We are now on base-



Curley Grieve

ball's Big Wheel. The nation-wide impact in prestige and advertising already has been tremendous. Our own neighbors in northern California look at us with new respect. The city has grown in stature and gained a new magnet that will draw thousands here from throughout the West. Properly supported, the Giants cannot help but be one of San Francisco's greatest assets, both in respect to entertainment and the many facets of commerce."

—Curley Grieve, Sports Editor, San Francisco Examiner.



Bill Leiser

"Not only the Bay Area, but the whole Far West will support the Giants in San Francisco, which is both a national and international city.

"Not only the Bay Area, but the whole Far West will support the Giants in San Francisco, which is both a national and international city.

"The whole Far West will profit through the great new amusement industry now based here."—Bill Leiser, Sports Editor, San Francisco Chronicle.

"San Francisco has supported every other major sports generously as 49er and championship fights have so often proven.

"The sky seems to be the limit on what the San Francisco Giants can do here, particularly when they get their new park."—Jack McDonald, Sports Editor, San Francisco Call Bulletin.



Jack McDonald

Bluff, Calif., was the league's most effective relief hurler. Mike McCormick, 18, a "bonus baby" pitcher from Los Angeles, is one of the league's brightest prospects. Other youngsters who compiled impressive records this year include Tom Bowers, Ernie Broglio (from El Cerrito), and Pete Burnside.

Improvement is looked for in the hitting department. Power hitters include Mays (.333 in 1957), Hank Sauer (26 home runs) and a pair of youngsters, Catcher Bob Schmidt and outfielder Willie Kirkland.



BILLY RIGNEY...
Giants' pilot.

'58 Home Schedule of San Francisco Giants

April 15, 16 (N), 17—Los Angeles.
April 22 (N), 23, 24—St. Louis.
April 25 (N), 26 (Sat.), 27 (Sun.)—Chicago
April 29, 30—Philadelphia
May 1, 2 (N), 3 (Sat.)—Philadelphia
May 4, (2) (Sun.), 5, 6 (N), 7—Pittsburgh.
May 9 (N), 10 (Sat.), 11 (Sun.)—Los Angeles.
June 3 (N), 4, 5—Milwaukee.
June 6 (N), 7 (Sat.), 8 (Sun.), 9—Cincinnati.
June 10 (N), 11, 12—Pittsburgh.
June 13 (N), 14 (Sat.), 15 (Sun.)—Philadelphia.
July 3, 4 (2)—Chicago.
July 5 (Sat.), 6 (Sun.)—St. Louis.
July 10 (N), 11—Cincinnati.
July 12 (Sat.), 13 (Sun.), 14—Milwaukee
July 15 (N), 16, 17—Philadelphia.
July 18 (N), 19 (Sat.), 20 (Sun.)—Pittsburgh.
August 12 (N), 13, 14—St. Louis.
August 15 (N), 16 (Sat.), 17 (Sun.)—Chicago.
August 19, 20, 21, 22 (N), 23 (Sat.)—Cincinnati.
August 24 (N), 25 (N), 26, 27 (N), 28—Milwaukee.
August 29 (N), 30 (Sat.), 31 (Sun.)—Los Angeles.
September 1 (A.M. 8 P.M.)—Los Angeles
September 23 (N), 24—Chicago.
September 26 (N), 27 (Sat.), 28 (Sun.)
(N)—Night Games.

STARTING TIMES

Day Games and Sunday Night Games 1:30 P.M.
Night Games 8:15 P.M.

California Players On Roster of S.F. Giants

There are five California-born players on the roster of the 1958 San Francisco Giants' baseball team. They are:

Pitcher Ernie Broglio of Berkeley (won 17, lost six this year);

Pitcher Marv Grissom of Los Angeles (won four, lost four);

Pitcher Mike McCormick of Pasadena (won 3, lost one);

Infielder Ed Rissoud of Los Angeles (batted .286);

Outfielder Hank Sauer of Inglewood (batted .259, got 89 hits including 26 home runs).

SYMBOL OF OUR SISTER CITY—Did you know that baseball is also the "national pastime" in Japan? Osaka has an ultra-modern 40,000-capacity stadium comparable to the best stadiums in this country. Learn more about this vito Pacific Basin community by joining the second annual business development tour of the San Francisco Area World Trade Association departing April 7 for Japan, Hong Kong, and the Philippines. Call or write the World Trade Department of the Chamber, 333 Pine Street, San Francisco 4 EXbrook 2-4511.

大阪



THE 'FARM' COMES TO THE CITY—A group of 58 Modesto 4-H Club youngsters spent the day in San Francisco as guests of the Chamber during National Farm-City Week while San Francisco high school students journeyed to Modesto. Receiving turkeys from the Modesto contingent are Lewis H. Holland, Industrial Department Manager, (left), Randle P. Shields (center), Manager of the Agricultural Department and G. L. Fox, General Manager of the Chamber (right). The group is in front of the Chamber building.

Hitting the High Spots

WITH JIM WARNOCK

CHARLES C. MILLER, Manager of the Transportation Department of the Chamber, was re-elected a director of the National Industrial Traffic League and named to the aeronautics committee of the organization during its November 11-15 Chicago convention. Miller, urging an expedited hearing on the San Francisco-New York nonstop service, later met with Washington officials to outline the stand of the City and County and the Chamber. He conferred with Scandinavian Airways System officials in New York about obtaining at least temporary co-terminal rights from San Francisco over the North Pole to Europe and met with representatives of several other foreign carriers seeking San Francisco air rights.

THE \$50 MILLION BOND issue to be presented on the November, 1958 state ballot for improvements to the state-operated Port of San Francisco was analyzed by the governmental finance section of the Commonwealth Club on Tuesday. Don E. DeLone, the authority's public relations director, described long-range plans for port improvement. . . .

TEN FIRST EDITION COPIES of "Peter Frauchen's Book of the Seven Seas," posthumously published book by the late Danish seaman, explorer and arctic expert, were presented to the Rt. Rev. Matthew F. Connolly, Director of the Apostleship of the Sea, last week by Henry Krabben Schmidt, Vice President of the Libredtten Steamship Company, for the Apostleship's library. . . .

STEWART, EUBANKS, MEYERSON & CO. recently announced its admission to membership in the New York Stock Exchange. Brantley M. Eubanks is President of the San Francisco Commercial Club. . . .

INTERNATIONAL TRADE AND INVESTMENT Open Boundless Economic Frontiers was the theme of the recent New York convention of the National Foreign Trade Council, attended by George E. Talmage, Jr., President of the San Francisco Area World Trade Association, Chamber affiliate, and James P. Wilson, Manager of the Chamber's World Trade Department. . . .

BEST WAY TO LICK ANY SHORTAGE of skilled office workers is to drop unrealistic age limits in hiring and recruit personnel by standards of what the individual knows and can do, according to the November issue of **THE WESTERN REPORT** of Western Employers Service. . . .

CARGO VOLUME OVER S. F. PIERS renewed its promise to top 6,000,000 tons this year with \$251,216 revenue tons recorded in the ten months ending October 21. Port of San Francisco reported. . . .

WESTERN AIR LINES reported net income for the first nine months of 1957 at \$2,385,860, compared to \$2,095,689 for the same period of 1956. . . .

A GUIDE TO BUSINESS PERMITS and licenses in San Francisco is available from the Chamber's Domestic Trade Department, an index of the permits, licenses and inspections required by various agencies in San Francisco before establishing, maintaining or operating a business or profession, soliciting advertising, auctioneering, handling charitable solicitations, staging sporting events, etc. . . .

SIGNIFICANCE OF THE RUSSIAN SPACE satellites was the theme of E. Finley Carter, Director of the Stanford Research Institute, when he addressed the annual luncheon of the American Ordnance Association's San Francisco Post on December 5. On November 27 he recommended long-range budgeting for research programs, increased research on human problems and top-level coordination of the Federal Government's overall research effort in testimony before the Joint Economic Committee of the U. S. Congress. "We cannot live indefinitely in a world where social progress advances at a snail's pace while technical progress is explosive," he said. . . .

JET AIRCRAFT CONTRACTS totaling \$100,000,000 for 10 Douglas DC-8 long-range and 11 new type Boeing 720 medium-range airplanes to be delivered in 1960 have been announced by W. A. Patterson, President of United Air Lines. The planes represent the second stage of United's jet age equipment program, the first stage of which will commence in 1959 with a fleet of 30 Douglas DC-8s already on order and representing an investment of \$175,000,000. The line is now committed to 51 jetliners amounting to \$275 million. . . .

TRANS WORLD AIRLINES produced net income after taxes of \$2,485,000 or 37 cents per share for the nine months ending September 30 compared with earnings of \$461,000 or 14 cents a share through the third quarter last year, TWA President Carter L. Burgess announces. . . .

MAYOR GEORGE CHRISTOPHER dedicated the locomotive presented to the city by Southern Pacific last week and turned it over to San Francisco's children at Fleishchecker Playfield. Sheedy Drayage Company and Teamsters' Unions, Locals 216, 241, 665 and 960 were responsible for moving and preparing the engine as a play apparatus. . . .



VALLEY PRODUCTS—Jack T. Pickett (left) acting Chairman of the Chamber Agricultural Committee and Editor of the **CALIFORNIA FARMER**, presented a turkey and a bale of cotton from the San Joaquin Valley to Ronald Keebler, President of the San Francisco Division of the Pacific Coast Stock Exchange on behalf of the Central Valley Empire Association of Fresno. Looking on is Julie Herndon, an Exchange secretary.

1958 JAPAN SILK EXHIBITION will continue at the Japan Trade Center, 531 Sutter Street, through December 12, featuring costumes by San Francisco designers. . . .

MOROCCO'S KING MOHAMED V addressed a dinner given in his honor on Wednesday by the World Affairs Council of Northern California in the Gold Room of the Fairmont Hotel. . . .

THE CALIFORNIA WATER PLAN, "Areas of Origin," financing water development and flood control were key topics of the California State Chamber of Commerce Water Resources Committee at the state-wide annual meeting in Los Angeles this week. . . .

CHRISTMAS PARTIES are favored by three-quarters of 1000 business executives surveyed by the National Office Management Association and there is an increasing trend toward the annual event as a morale builder. . . .

MATSON NAVIGATION COMPANY has established new headquarters for its Marine Department and the Pacific Coast Administrative Section of Matson Terminals, Inc. at 480 Main Street, San Francisco. . . .

San Francisco Business Activity Up For First Ten Months, Mixed for October

October business activity in San Francisco reflected mixed trends, according to the Chamber's Research Department. Some major phases of the economy demonstrated marked progress while others experienced temporary setbacks.

Showing improvement over a year ago were residential building value, up 180.7 per cent; number of dwelling units authorized, up 174.1 per cent; electrical energy sales, up 4.4 per cent; San Francisco International Airport plane traffic, up 2.8 per cent, passengers, up 3.3 per cent, and air freight, up 7.8 per cent. Vehicle crossings over the Golden Gate Bridge increased 4.8 per cent and foreign revenue tonnage through the port was up 5.3 per cent.

The Chamber index for all October business activity of 151.1 failed to measure up to the unusually high levels of September by 2.8 per cent and was 4.7 per cent below October of 1956.

Down from a year ago were construction value, off 17.7 per cent; real estate deeds recorded, off 10.2 per cent; retail department store sales, off 10.4 per cent; bank debits, off 10.0 per cent; postal receipts, off 8.7 per cent; freight car movements, off 14.6 per cent; and total port revenue tonnage, off 4.3 per cent.

Cumulative activity for the first ten months of 1957 indicates sound gains, the Department reports, the Chamber index averaging 3.0 per cent above the similar period of 1956. Commercial failures were down 10.6 per cent.

Gains for the cumulative period were construction value, 11.7 per cent; non-residential construction, 21.2 per cent; multi-family units, 9.7 per cent; additions, alterations and repairs, 30.8 per cent; bank debits, 4.9 per cent; San Francisco International Airport plane traffic, 0.3 per cent, passengers, 15.5 per cent, freight, 15.2 per cent, air mail, 2.7 per cent; port revenue tonnage total, 16.3 per cent; electrical energy sales, 4.0 per cent; industrial and commercial water consumption, 1.8 per cent.

Vehicle crossings were up 1.6 per cent for the Bay Bridge and up 3.5 per cent for the Golden Gate Bridge.

BAY REGION TREND

Bank debits for seven cities of the Federal Reserve District (San Francisco, San Jose, Oakland, Berkeley, Santa Rosa, Stockton and Sacramento) amounted to \$6,277,070,000, down 2.8 per cent, but the ten months cumulative of \$63,441,147,000 was \$4,317,282,000, or 1.3 per cent above the similar period of 1956.

October department store retail sales in the metropolitan area (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano) were down 7 per cent; in northern California they were down 3 per cent. They were only off 1 per cent for the first ten months, however, and were up 2 per cent through October over northern California as a whole.

Merchant wholesalers' sales for the Pacific coast during the first 9 months of 1957, the latest figures available, were up 2 per cent, as they were for the nation.

Construction in the 9 bay counties (Metropolitan Area plus Napa, Santa Clara and Sonoma counties) in October amounted to \$4,719,000 and reversed the year to year end by topping last October's total of \$52,51,000 by \$2.4 million. New dwellings accounted for \$28,595,000, or more than half the

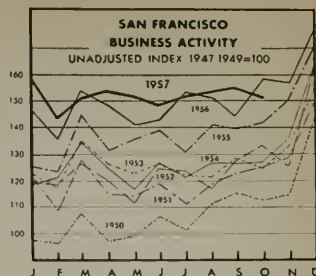
total, and provided for 2738 new dwelling units, compared to 2526 in October of 1956.

Total employment in the 6 county (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano) labor market area in October practically equalled that of a year ago with 1,104,000. The ten-month average of 1,089,100 employed represented a gain of 1.5 per cent, or 16,500 persons. All major industry groups shared in the gains except construction and agriculture, which were off 7.8 per cent and 1.5 per cent respectively.

Manufacturing employment was up 1.4 per

cent, and the service industry showed the greatest gain with a 3.9 per cent increase through October.

Cargo vessel arrivals in San Francisco Bay during the 10 months totaled 3,906—an increase of 1.6 per cent over a year ago. Registered tonnage of the vessels was up 3.4 per cent for the same period, showing steady gains in commerce through the Golden Gate.



BUSINESS ACTIVITY THROUGH OCTOBER, 1957

BRANCH OF ACTIVITY	OCTOBER 1957	% from 1956	10 MOS. 1957	% from 1956
*GENERAL BUSINESS ACTIVITY INDEX				
	151.1	1.7	151.7	3.0
CONSTRUCTION PERMITS				
Total Number	1,987	15.7	9,847	13.0
Value \$	2,223,748	17.7	60,917,231	11.7
Dwelling, New	1,787,320	180.7	17,525,513	7.3
Single-family units, New	148	174.1	1,169	5.0
Non-residential, New	85	85.1	533	18.3
Additions, Alterations and Repairs	216,501	81.9	26,781,286	21.1
Additional Units Authorized	1,199,917	39.3	21,448,361	30.8
Real County dwelling units authorized	2,738	8.1	25,978	8.2
REAL ESTATE—Deeds Recorded				
Number	1,469	10.7	14,713	3.2
*RETAIL DEPARTMENT STORE SALES				
Index	112	10.4	112	4.8
*FINANCE—Bank Debits				
\$800	5,089,526	5.0	41,200,892	4.9
Postal Receipts	2,788,006	8.7	25,437,854	4.4
Pacific Coast Stock Exchange	2,776,226		62,647,279	
Market Value \$	29,680,590		549,603,596	
COMMERCIAL FAILURES				
Number	12	0.0	127	10.6
INDUSTRY TREND—6 County Total Employment				
Mfr. Average Weekly Earnings (earnings)	97,931(a)	2.7	1,089,100(p)	1.3
Manufacturing (employment)	225,300(p)	1.4	221,300(p)	1.1
Construction, contract	68,600(p)	15.0	70,800(p)	7.8
Finance, insurance, real estate	98,000(p)	1.8	68,600(p)	2.7
Retail trade	175,200(p)	1.1	175,000(p)	0.9
Wholesale trade	80,200(p)	1.6	79,200(p)	3.1
Service	214,300(p)	3.1	238,000(p)	3.9
Trans., comm., & utilities	123,000(p)	3.0	122,000(p)	3.2
Agriculture	21,000(p)	-4.8	19,600(p)	1.5
Govt.—Federal, state, city	90,300(p)	1.2	91,500(p)	0.9
Other	3,000(p)	3.4	2,700(p)	8.0
TRANSPORTATION—Freight car movement				
5 T. Airport—Planes In and Out	13,011	14.6	129,932	7.2
Passengers Off and On	302,318	8.3	2,924,555	15.1
Air Mail Loaded and Unloaded	3,130,628	9.5	28,920,129	2.7
Air Express Loaded and Unloaded	895,018	7.9	6,903,776	15.2
Air Freight Loaded and Unloaded	7,952,212	7.8	69,545,432	15.2
Rail Express Shipments	77,535	14.8	127,876	37.0
*Truck Movement—S. F. Area	171.7	0.1	159.0	0.1
Out-of-State passenger car entries into N. C.	61,194	6.8		
Passengers into N. C.	116,278	8.0		
PORT OF SAN FRANCISCO—Revenue Tons				
Total	497,599	4.3	5,231,216	16.3
Coastwise	11,642	16.1	115,518	6.8
Foreign	173,112	15.6	1,966,665	19.0
Intercoastal	31,594	18.9	385,828	8.1
Foreign	283,246	3.3	2,703,187	15.5
CARGO VESSELS (San Francisco Bay)				
Arrivals	422	3.7	3,906	1.6
Millions of Registered Tons	1,985,766	1.9	18,641,928	3.1
UTILITIES—Ind. & Comm. Gas Sales				
Cu. Ft.	1,019,788,660	1.5	13,017,041,600	3.3
Ind. & Comm. Gas Sales	17,112	1.6	1,966,665	1.9
Water Consumption—Comm. & Ind.	163,122,380	1.1	1,622,884,000	0.8
NEW DWELLINGS				
Visitor and Newcomer Inquiries	883	-1.8	11,621	4.6
Bay Bridge Vehicle Crossings	2,936,008	0.2	28,126,371	1.6
Golden Gate Bridge Vehicle Crossings	1,393,957	4.8	13,141,783	7.5
FRUIT AND VEGETABLE RECEIPTS				
Carlots	1,930(a)	4.8	16,333(b)	2.4
LIVESTOCK SLAUGHTER (Imp. Dist.)				
Number	101,000(a)	8.2	1,034,000(b)	12.0
*S. F. CONSUMER PRICE INDEX—All Items				
	123.5(a)	3.8	122.8(c)	4.2

*Index Base (1917-49 Monthly Average=100) (a) Sept., (b) 9 months, (c) March-June-Sept. quarterly average. Basic data sources not shown due to space limitation, but available upon request.

'58 Critical Year In Destiny of City, Browne Prophecies

(Continued from page 1)

Board of Directors at their joint meeting were: Dan E. London, Managing Director of the St. Francis Hotel, First Vice President; Jack H. How, President of Western Machinery, Second Vice President; O. R. Doerr, Vice President in Charge of Sales of the Pacific Gas and Electric Company, third Vice President; G. L. Fox, Fourth Vice President and General Manager; Emmett G. Solomon, Vice President of Provident Securities Company, Treasurer; Marie A. Hogan, Secretary of the Corporation; Robert H. Barr, Vice President of Di Salvo Trucking Company (a subsidiary of Yellow Cab Company), Assistant Treasurer.

Born in Alameda, Browne is a graduate of the University of California, a past president of the San Francisco Bond Club and the Municipal Bond Club of San Francisco, a member of the Pacific-Union Club, the Olympic Club, the Merchants Exchange Club and the Municipal Forum of New York. He resides at 2835 Hillside Drive, Burlingame, with his wife, the former Elisabeth L. Henrotte.

Chamber Calendar

December 6—TECHNICAL PROJECTS COMMITTEE MEETING—Chamber, 12:15 p.m.

December 10—INTERNATIONAL FINANCE AND INVESTMENT COMMITTEE MEETING—1st Floor Conference Room, Chamber, 2:15 p.m.

December 11—WTA LUNCHEON—Hunt Room, Fairmont Hotel, 12:00 noon. Agenda: Thomas R. Wilson, Speaker.

December 13—CHAMBER OF COMMERCE CHAIRMEN, NORTHERN CALIFORNIA INDUSTRIAL MANAGERS MEETING—Office of the Chamber, 5:00 p.m.

December 13—SUB COMMITTEE ON TRADE RELATIONS WITH ITALY—1st Floor Conference Room, Chamber, 2:15 p.m.

December 16—CHEMICAL INDUSTRIES SECTION CHRISTMAS MEETING—Meeting place to be announced.

December 17—WTA CHRISTMAS PARTY—St. Francis Yacht Club.

December 18—INTER-CITY SECTION MEETING—Press and Union League Club, 12:00 noon

S. F. Population Increases

City Increases by 36,700 Residents Since '50

Refuting recent estimates of San Francisco population which have indicated stagnation of its growth, the Research Department of the Chamber has announced a current population estimate for the city of 812,057, showing an increase of 36,700 residents since the 1950 U. S. Census, most recent official count.

The estimate is in direct contrast to recent reports from agencies which apportion the State growth to particular counties. Some have estimated actual losses since 1950 in the city's population.

Basing its estimate on such growth factors as increases in residential main station telephones, gas and electric customers, dwelling units and passenger automobile registrations, the Chamber found that two thirds of the city's population growth occurred in the group "20 years old and over" and one third among those "under 20 years."

The older group showed an increase of 24,598 since the 1950 Census to 621,447; the younger group grew 12,102 to 190,610. In the "under 20 years" group "Active school enrollment" (kindergarten through Junior college) of 120,474 accounted for a big increase of 24,596. However, the pre-school group, under 5 years, which currently accounts for 49,090, offset this gain by experiencing a sharp decrease of 13,831 since 1950.

The 1950 U. S. Census assigned to San Francisco about ten thousand crew members of ships in port at the time of census. Despite the increased port activity since that time, this segment of population is omitted from the current study.

Among the San Francisco growth factors on which the study is based, residential main station telephones showed the biggest increase—32,903—from an April 1950 figure of 226,352 to 259,255 in July of 1957. Passenger automobile registration grew from 237,574 in 1950 to 255,551 in 1957—an increase of 17,977.

The natural population increase in San Francisco showed a net gain of 42,263 from 1950 to 1957 with a total of 109,941 births and 67,678 deaths recorded.

SAN FRANCISCO POPULATION—TABULATION

	Census 1950	Period Current Estimate 1957	Change
POPULATION—TOTAL	775,357	812,057	36,700
Residents 20 years and over	596,849(a)	621,447(b)	24,598
Residents under 20 years	178,849	190,610	12,102
active school enrollment (c)	95,878	120,474	24,596
under 5 years	62,921	49,090	—13,831
colleges, private schools, working, etc.	19,709	21,046	1,337

(a) Includes about 10,000 crew members of ships in Port; (b) No allowance for ship crews; (c) Includes kindergarten through junior college for public and parochial schools.

SAN FRANCISCO GROWTH FACTORS

	1950 April	1957 July	Increase
Telephone—Resident Main stations	226,352	259,255	32,903
Electric Customers—Resident	202,513	215,422	12,909
Gas Customers—Resident	215,491	225,909	10,418
Dwelling Units—Total	265,726	276,194	10,468
Dwelling Units—Occupied	257,734	270,118	12,384
Passenger Auto Registrations*	237,574	255,551	17,977

*End of year total

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

E. D. MALONEY, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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Merry Christmas and a Happy New Year

BAY REGION

SAN FRANCISCO CHAMBER OF COMMERCE



BUSINESS

VOLUME 14 • NUMBER 26 • DECEMBER 20, 1957

*Directors of the Coming
Year Huddle Over Plans
To Improve San Francisco*

Chamber Against Restricting Height Of Buildings in the City's Zoning Code



NEWLY-ELECTED OFFICERS—Conferring on plans for 1958 after the December 3 breakfast meeting at which Chamber Directors elected new officers for the coming year are (left to right) E. D. Maloney, 1957 President; Miss Marie A. Hogan, Secretary; Dan E. London, First Vice President; Robert H. Barr, Assistant Treasurer; G. L. Fox, Fourth Vice President and General Manager; and Emmett G. Solomon, Treasurer. Not present were Alan K. Browne, 1958 President; Jack H. How, Second Vice President; and O. R. Doerr, Third Vice President.

Proposed restrictions in the height of San Francisco buildings contained in the zoning code now before the city's Board of Supervisors have been opposed by the Board of Directors of the Chamber according to G. L. Fox, General Manager.

With the Public Buildings, Lands and City Planning Committee of the Board meeting this week to consider the City Planning Commission's proposed ratio of 12-1 (or 12 times the area of the lot), the Chamber joined with the San Francisco Real Estate Board, Downtown Association, Associated Home Builders, San Francisco Building and Construction Trades Council and the Building Owners and Managers Association of San Francisco in opposing restrictions in the height and size of local buildings.

"San Francisco—confined geographically to only 44.82 square miles—must build itself upward if it is to expand and develop," Fox said. "There now exists a definite scarcity of space for development. The restriction of land usage by height limitations or floor area ratios results in the lowering of market value and the assessed valuation of lands." Fox stated.

"Thus it would be folly itself to restrict the height or size of buildings. If the proposed 12-1 ratio had been imposed in the past, construction of the Russ Building, Shell Oil Building, Equitable Building, Alexander Building, Pacific Telephone and Telegraph at 140 New Montgomery, Insurance Center Building, Pacific Gas & Electric Company Building, 150 Sutter Medical Building and Mills Tower, to name only a few, would not have been possible.

"The Chamber is positively convinced we do not need any zoning restrictions pertaining to floor area for our central and shopping districts.

"The economics of the particular problem should regulate height and floor area ratios."

Day-Long Conference On Employee Benefit Plans Slated Jan. 20

A day-long conference on Employee Benefit Plan Legislation—the first on State and Federal regulation of employee benefit plans to be held in the nation—is slated Monday, January 20, at the Sheraton-Palace Hotel, Concert Room.

The conference is sponsored jointly by the Chamber, the U. S. Chamber, the Federated Employers of San Francisco and the Western Pension Conference.

A number of distinguished speakers will be heard, including Robert A. Hornby, President of Pacific Lighting Corp.; Arthur J. Goldberg, General Counsel of Industrial Union Department (AFL-CIO); Julius S. Wikler, First Deputy Superintendent of Insurance, State of New York; Robert D. Gray, Director, Industrial Relations Section, California Institute of Technology; F. Britton McConnell, Insurance Commissioner of California; Lawrence M. Catbles, Jr., Vice-President, Group Division, Aetna Life Insurance Company; Paul Cotter,



TOPS IN BUSINESS WORLD—E. D. Maloney, Chamber President, congratulates S. Clark Beise, President of the Bank of America, (left), and Donald J. Russell, President of Southern Pacific Company (right) on being named among "America's Fifty Foremost Businessmen" by FORBES MAGAZINE OF BUSINESS AND FINANCE. Also honored but unable to be present at the Chamber ceremony was construction engineer Stephen Bechtel, President of Bechtel Corp.

Special Counsel, Congressional Sub-Committee on Welfare Pension Plans Investigation; Esmond B. Gardner, Vice-President, Chase Manhattan Bank; plus other national authorities.

Reservations for the conference with morning, noon and afternoon sessions may be made by calling the S. F. Chamber, EXbrook 2-4511, extension 58.

Chamber Studies Plan For Relocation Of Produce Market Area

Reaffirming its historic interest in relocating the present wholesale produce market for the benefit of all concerned, the Agricultural Committee of the Chamber met early this week to consider its next steps toward the objective.

Speakers at the meeting were Eugene J. Riordan, Director of the City's Redevelopment Agency; Frank Lombardi, Chief of Projects Planning for the City and County of San Francisco; Randall Larsen, Chairman of the Redevelopment Coordinating Committee of the Chamber; John Rodgers, architect of Skidmore, Owens & Merrill; William A. Procter, Associate City Planner of the City Department of Planning; and Carl L. Garrison, Acting Chairman of the Agricultural Committee of the Chamber.

During the meeting the Chamber's battle to redevelop the 28-block "Area E" in which the produce market is now located, was traced. Appraisals of the current and re-use value of the area, now underway, are expected to be made available on or before February 13 as a basis for expediting redevelopment.

The committee was told that with John Hancock, Crown-Zellerbach, I. B. M., Bethlehem Steel, Standard Oil and others projecting major buildings on the periphery of Area E, the logical direction of S.F.'s growth as a headquarter's city.

The rebuilding of Area E to its highest and best use presupposes removal of the produce market to a new site, the committee was advised. Now that a site at South Basin, which through Chamber efforts had been made available to the industry, can no longer be acquired for the purpose, an alternate site must be found.

"We must continue to do everything possible to keep the wholesale produce terminal in San Francisco and to prevent a divided market," Larsen said.

"The problem is to find some 25 acres in the city where the industry can build a modern and efficient new terminal."

A site south of Islais Creek Channel, owned by the Port Authority, was mentioned as a possibility.

NEW MEMBERS IN RECENT MONTHS



Irving M. Levin J. A. Younger R. F. Wildman Miss Cita Trinidad George M. Dean

New members added to the Chamber shown above, (left to right), are: Irving M. Levin, Executive and Coordinator, *San Francisco Theatres, Inc.*; J. A. Younger, President, *Younger Construction Co.*; Robert F. Wildman, Partner, *Wildman & Morris, Consulting Engineers*; Miss Cita Trinidad, Manager, *Philippine Travel and Information Office*; and George M. Dean, Vice President and General Manager, *Pacific Telephone and Telegraph Co.*

Below (left to right) are: Manuel Reis, Executive Vice President, *United National Life Insurance Society*; Victor Reed, owner, *Victor Reed & Company*; Neal McNeil, Owner, *Neal McNeil Chevrolet, Inc.*; Luciano M. Cattaneo, Owner, *Vespa Sales of San Francisco*; and Archibald Taylor, A.I.D. Interior Designer and Decorator.



Manuel Reis Victor Reed Neal McNeil L. M. Cattaneo Archibald Taylor

Local Industrial Leaders In Confab

Details of Kern County's economy were discussed this week by industrialists at a luncheon at the St. Francis Hotel. Hosts were the Greater Bakersfield Chamber of Commerce, led by C. Stanley Awenius, president of the Bakersfield chamber, industrial and civic leaders from Kern County.

Among San Franciscans who attended were: Jack Place, Santa Fe; Dave Porter, Southern Pacific; Pete Anacabe, Southern Pacific; Fred Orth and Neils De Groot, Bank of America; John Walsh and Don Daub of the Pacific Gas & Electric Co.; J. W. Hudspeth, Crocker-Anglo National Bank; and L. M. Holland, S.F. Chamber.

Extensive Remodeling of Downtown Area Is Planned By Large Food Importers

A. Giurlani & Bros., pioneer San Francisco firm and one of the largest food importers in the United States, has announced purchase of the 66,400 square-foot building at Battery, Front and Vallejo streets formerly occupied by Poultry Producers of Central California, Louis and Gaetano Giurlani, President and Secretary-Treasurer and sons of Angelo Giurlani, founder, plan extensive remodeling and an investment of more than \$500,000. Harrigan, Weidenmuller Co. represented both the buyer and seller.

Despite the recent purchase of ten acres outside of San Francisco to allow the firm to expand, the brothers made every effort to stay in the city because of the firm's long history here and the number of lifetime employees.

Other officers are Fern Giurlani, Vice President, and C. N. White, General Manager.

SALUTING FAIR SHARE MEMBERS

A Chamber of Commerce is the business community at work through a central agency for community development for business, industry, the professions and all civic interests—doing jobs that no individual can do alone—rendering many services that benefit all citizens.

Members who have voluntarily increased their financial support of the Chamber through the Fair Share Program, a continuing project to place dues on a par with chambers of other cities the size of San Francisco and in proportion to business' stake in the community are:

Arthur Andersen & Co.
Delta Lines, Inc.
Federal Pipe and Supply Co.
Fotinos Bros. Meat Co.
John F. Grieder
Marchant Calculators, Inc.

George S. May Company
Mendelson-Zeller Company
Square D Company
Stanley's Radio-TV Service
United Shippers Association
Herman A. Zischke Organization

SYMBOL OF SISTER CITY—Did you know that Osaka is also famed for its bridges?

There are more than 1,450 bridges in Osaka, including its famed "Silver Bridge." Learn more about the trading area vital to the future of the great Pacific Basin community by joining the second annual business development tour of the San Francisco Area World Trade Association departing on April 7 for Japan, Hong Kong, the Philippines, Cail or write the World Trade Department of the Chamber, 333 Pine Street, San Francisco 4, EXbrook 2-4511.

大阪

Hitting the High Spots

With JIM WARNOCK

WESTERN STATES Two Day Profit Sharing Seminar will be held January 21-22 at the Ambassador Hotel, Los Angeles, by the Council of Profit Sharing Industries, 400 W. Madison, Chicago. . . .

CONSTRUCTION HAS BEGUN on a \$2,000,000 expansion of facilities at the Kaiser Steel Fabricating Division plant at Napa, Ernest L. Ilsey, General Manager of the Napa and Fontana operations announces. . . .

SAN FRANCISCO NEW YORK LIFE general office has moved to the 10th and 11th floors of the Insurance Exchange Building at 433 California Street, according to B. W. Walker, Inspector of Agencies and General Manager. . . .

MEMORIES OF OLD MARITIME DAYS in San Francisco were revived with the recent arrival of the three-masted schooner C. A. T. THAYER on her delivery voyage from Seattle to the California State Park Commission for display at the San Francisco Maritime Museum. Inaugured by Chubb & Son through its branch office in Seattle, the THAYER was the first commercial sailing vessel without auxiliary propulsion to be covered in many years. . . .

COMPETITION WITH THE SOVIETS in the development of missiles depends on national standards, according to John R. Townsend, Special Assistant, Secretary of Defense, and Roger E. Gay, past President of the American Standards Association. Both given special awards at the recent San Francisco convention of the latter organization. . . .

PACKAGING AND ALLIED FIELD manufacturers seeking employees with specialized abilities may obtain them through a new personnel service inaugurated by the Western Packaging Association, 41 Folsom Street, San Francisco 5. Herbert King, retired executive of King and Anderson, San Francisco, heads a committee of seven top-notch executives dedicated to getting management and qualified employees together. . . .

WALTER LANDOR, industrial designer and head of Walter Landor and Associates, has been elected member of the Inter-Industry Food Packaging Committee, Chicago, limited to 100 national leaders in the food industry. Among his clients are Unsweet Swift & Company, Old Fitzgerald, Gallo Vines, S & W Fine Foods, Spreckels Sugar, Forest Dairies, and Safeway Stores. . . .



STANDARD FIRMS HONORED—Continued growth of the chemical industry in the San Francisco Bay Region and its eventual overtaking of the Los Angeles area in plants and products were predicted by G. L. Fox, General Manager, at a recent luncheon in Richmond sponsored by the Chamber's Chemical Industries Section to honor California Spray-Chemical Corporation and Onorite Chemical Company. In excess of \$60 million, Standing left to right, are Frederick Bold, Jr., President, Richmond Chamber, Art Mohr, President, California Spray-Chemical, and George M. Cook, Assistant to the President, Onorite. Seated with Fox is Lew West, section Chairman. . . .

6,000 FOUR-COLOR IMPRESSIONS PER HOUR is the capacity of a new giant offset press just purchased by the Stecher-Traung Lithograph Corporation for its San Francisco plant on Battery Street. Ralph J. Wienn, President, announces. Assembly of the \$300,000 equipment will require about 35 days. The huge new press is "dramatically illustrative of Stecher-Traung's rapid growth and optimistic outlook for the lithography future of the West Coast," he noted. San Francisco is far in the lead over any other Western city in multi-color printing with lithography having made tremendous strides in the last ten years. . . .

KORASET, a new process developed by Koret of California, makes fabrics totally press-free, machine-washable and machine-dryable. . . .

JAMES P. WILSON, Manager of the Chamber's World Trade Department, recently received the French Order of "Commandeur des Vins de France" from Paul Verdier, President of the City of Paris, assisted by Paul Ebby, wine specialist of the Verdier Cellars. . . .

THREE BILLION DOLLARS were distributed directly among American farmers, workers, business and government last year through operations of the U. S. brewing industry, according to the United States Brewing Foundation. . . .

CALIFORNIA'S PRODUCTION OF STEEL — expected to total more than 3 million tons this year—has outpaced the percentage increase of population and far exceeded national average growth of the industry. Max D. Howell told the recent San Francisco Regional Technical Meeting of the American Iron and Steel Institute. . . .

PARR INDUSTRIAL CORPORATION, San Francisco firm specializing in designing, constructing and leasing industrial buildings, expects to complete construction of a warehouse for American Can Company in Kansas City, Mo., by December 20. . . .

MARINE EXCHANGE has consolidated its ship reporting activities at the lookout station on Pier 45. By dialing PROSPECT 6-4700 you can reach the main office in the World Trade Center, the Pier 45 station, and the lookout station at Point Lobos. . . .

SAMUEL W. TAYLOR, nationally known writer, has been commissioned by the Library of Western History, a division of Filmer Publishing Co., 330 Jackson St., San Francisco, to write a book-length story about Pacific Intermountain Express. Like other volumes in the new series, the book will accent the inspirational values of the company's growth to spur the ambitions of career-minded American youth. . . .

CARL M. SMITH, SAN FRANCISCO PORT DIRECTOR, has been elected President of the California Association of Port Authorities. Traffic Manager Jefferson H. Myers was elected Secretary. Also named were John Bate, San Diego Port Director to Vice President, and John P. Cox, President of Parr-Richmond Company, to Treasurer. . . .

FRANK J. SCHLESSINGER, remaining principal of Robert B. Selby & Associates, San Francisco advertising agency, has merged his accounts into D'Evelyn-Guggenheim, 155 Montgomery Street. . . .

AMERICAN CAN COMPANY sales and rentals set new high records for the first nine months and third quarter of 1957. President William C. Stolk announced. Total for the nine months was \$661,119,477 and for the third quarter \$266,881,916, compared with \$638,527,859 and \$262,038,542 in the comparable periods a year ago. . . .

RICHFIELD OIL CORPORATION and Standard Oil Company of California, Western Operations, Inc. have announced an agreement for joint exploration and development of their holdings on the Kenai Peninsula of Alaska. Standard will be the operator and will spend \$30 million in exploration and development. . . .

BOB FRANKLIN of Ben Franklin Press, San Francisco, is General Chairman of Printing Week 1958. Theme will be "Everyone Uses Printing." . . .



CAKE CUTTING—Ray Buell (left), President of the Downtown Association and G. L. Fox, General Manager of the Chamber, watch as Joyce Workman, "Miss Cinerama", cuts a huge cake commemorating the first birthday of the third Cinerama production "Seven Wonders of the World" recently at the Orpheum Theatre. More than 800,000, half of them from out of town, have seen the film during its first year, showing its appeal as an attraction to northern Californians. . . .

PROGRAM IN EXECUTIVE MANAGEMENT, experimental project underwritten by the Alfred P. Sloan Foundation aimed at developing top-drawer business executives and educators, will begin for a select group of 18 young men selected from business, industry and education by the Stanford Graduate School of Business in January. . . .

SANTA FE RAILWAY recently presented six educational awards and two scholarships to California farmers and homemakers in the 4-H program. . . .

FINDING A JOB is the biggest obstacle confronting former mental patients attempting to re-establish themselves, according to the San Francisco Association for Mental Health, which has embarked on a program to acquaint personnel directors with the problems and abilities involved. . . .

NATIONAL UNION INSURANCE COMPANIES has announced the new location of its Pacific Department at 550 Kearny Street. . . .

REPORT TO FAR WESTERN STEEL PURCHASERS, just published by Kaiser Steel Corporation, indicates a peacetime record in Far West steel receipts for 1957, third consecutive record-breaking year. Market for steel mill products this year in the seven Western States will approach 7,000,000 tons, compared to 6,840,000 in 1956 and 6,352,000 in 1955. Northern California represented 31 per cent of the Western market. . . .

RALPH W. KUMMER, former Public Relations Director of Hiller Helicopters, has been appointed General Manager of Bay Aviation Services Company by E. H. Gough, President. The company has been given the franchise by the City of San Francisco for the fixed base operation of the San Francisco Executive Aircraft Terminal at San Francisco International Airport. An affiliate of Oakland Airmotive, the company is located in the old terminal building, already bases 40 executive planes, and plans a new, additional hangar. It also offers limousine service, sleeping quarters and comfortable public rooms for pilots and passengers of executive aircraft. . . .

THE WILDERNESS AREA POLICY adopted by the California State Chamber of Commerce is described as designed to promote "multiple use" and "sustained yield" in national forests as well as flexibility in wilderness area supervision by Dr. Robert Gordon Sproul, UC President and Chairman of the State Chamber's Natural Resources Committee. . . .

MATTHEW W. SCOTT, retiring Pacific Manager of the Carbide and Chemical Division of Union Carbide and Chemical Corp., and past chairman of the Chemical Industries Section of the Industrial Department of the Chamber was fêted at a luncheon at the French Club this week by the Chemical Industries Section of the Chamber—hosts included present Chairman L. N. West, and past chairmen Leland A. Doun, E. W. Bicegalupi, and George Monkhous. . . .

30 San Francisco Corporations Total \$32.6 Billion Assets

Thirty corporations with national headquarters in San Francisco had combined assets of \$32.6 billion last year—an increase of more than \$10 million since 1950, according to the Research Department of the Chamber.

Eight of these corporations had assets of more than a billion dollars, giving proof to San Francisco's claim of "Headquarters City of the West."

The eight corporations in the "Billion Dollar Club" include three firms among the largest in the nation—one of the banks (Bank of America, N.T.&S.A.), one of the foremost gas and electric companies in the nation (P.G.&E.) and the next largest railroad in its field (Southern Pacific).

Others on the list are: Federal Reserve Bank of San Francisco; Pacific Telephone & Telegraph Co.; Standard Oil Company of California; American Trust Co.; and Crocker-Angelo National Bank.

Fourteen other corporations have combined assets ranging between \$100 million and one billion dollars.

The 30 corporations and their 1956 assets (in millions):

Bank of America NT&SA, \$9,506; Federal Reserve Bank of S. F., \$6,000; Southern Pacific Company, \$2,139; Pacific Telephone & Telegraph Co., \$2,007; Standard Oil Co. of California, \$2,041; Pacific Gas & Electric Co., \$1,979; American Trust Company, \$1,620; Crocker-Angelo National Bank, \$1,510; First Western Bank & Trust Co., \$905; Pacific Lighting Corporation, \$668.

Wells Fargo Bank, \$618; Bank of California N.A., The, \$528; Cross Zellerbach Corporation, \$520; Fireman's Fund Insurance Company, \$457; California Packing Corporation, \$270; Transamerica Corporation, \$240; Hibernia Bank, The, \$204; Western Pacific Railroad Company, \$157; Stauffer Chemical Company, \$137; American President Lines, Ltd., \$135.

Fairchild Paper Products Corp., \$127; Matson Navigation Company, \$111; Pacific National Bank of S.F., \$99; Humboldt Oil Corporation, \$82; West Coast Life Insurance Co., \$76; Morris Plan Co. of California, The, \$73; Emporium Capwell Co., The, \$71; Kern County Land Company, \$65; Pacific Far East Lines, Inc., \$64; Bunker Hill Co., The, \$44.

Chamber Calendar

December 23—MINING COMMITTEE—Commercial Club, 12:00 p.m.

December 27—COMMITTEE ON TRADE RELATIONS WITH AUSTRALASIA—1st Floor Conference Room, Chamber, 2:15 p.m.

January 3—WTA LUNCHEON—Nob Hill Room, Fairmont Hotel, 12 noon.

Agenda: Speaker: Sir David Eccles, President of the Board of Trade of the United Kingdom.

Atomic Power for Peace-Time Use

San Francisco Progressogram - - - - - No. 34



MODEL OF VALLECITOS ATOMIC REACTOR AND POWER PLANT
1. Watercooling tower. 2. Reactor containment vessel. 3. Reactor control rods. 4. Boiling water reactor. 5. Turbine generator. 6. Power plant control room. 7. Electric transmission tower.

In this day of man-made moons and suns, the secrets of the atom are being unlocked at Vallecitos Atomic Power Plant in Pleasanton—the nation's first all-privately financed nuclear power plant where the scientific ingenuity of American industry is searching for a source of limitless energy.

Built by the General Electric Company and the Pacific Gas & Electric Company, whose predecessors a century ago lit San Francisco homes with open gas jets—a U.S. first—Vallecitos is now producing 5,000 kilowatts of electricity for distribution throughout P. G. & E.'s system which serves 47 counties of northern California.

The plant holds the Atomic Energy Commission Power Reactor License No. 1, the first to be issued to a private atomic installation for the generation of electricity. It uses Uranium-235 as fuel and consumes only 25 grams per day at full power; a month's fuel supply measures only 2.3 cubic inches.

The reactor containment vessel—encasing the atomic furnace—is 20 feet high and seven feet across; it weighs 60 tons and is built for reactor operation at a pressure of 1,000 pounds per square inch. Below ground level, it is contained in a silver-colored silo-like building which has a thick wall of concrete to shield operators from radiation. The turbine plant and control building are free of radiation. Atomic electricity is no different than other electricity in its effect; kilowatts are not radioactive. The difference is only in the generating process.

The actual production of power by the reactor installation traces back to August 5, 1957, when the first nuclear chain reaction was sustained. The plant is now being used primarily to develop operational data for application to the design of the 180,000 kilowatt Dresden nuclear power station which General Electric is constructing near Chicago for the Commonwealth Edison Company and the association of companies known as the Nuclear Power Group, Inc. P. G. & E. and Bechtel Corp. of San Francisco, pioneers in the nuclear field, are members of this group. The Dresden Station, the largest all-nuclear power station yet scheduled in this country, will be completed in 1960.

In September of 1879, San Francisco became the first city in the United States to have a central generating station for the distribution of electricity to customers. Now another "first" has been added to the history of the San Francisco Bay Area—the first all-privately owned and operated atomic power plant in the nation, constructed in less than 17 months between groundbreaking and operation.

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